

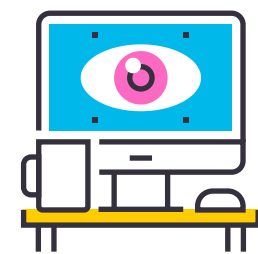
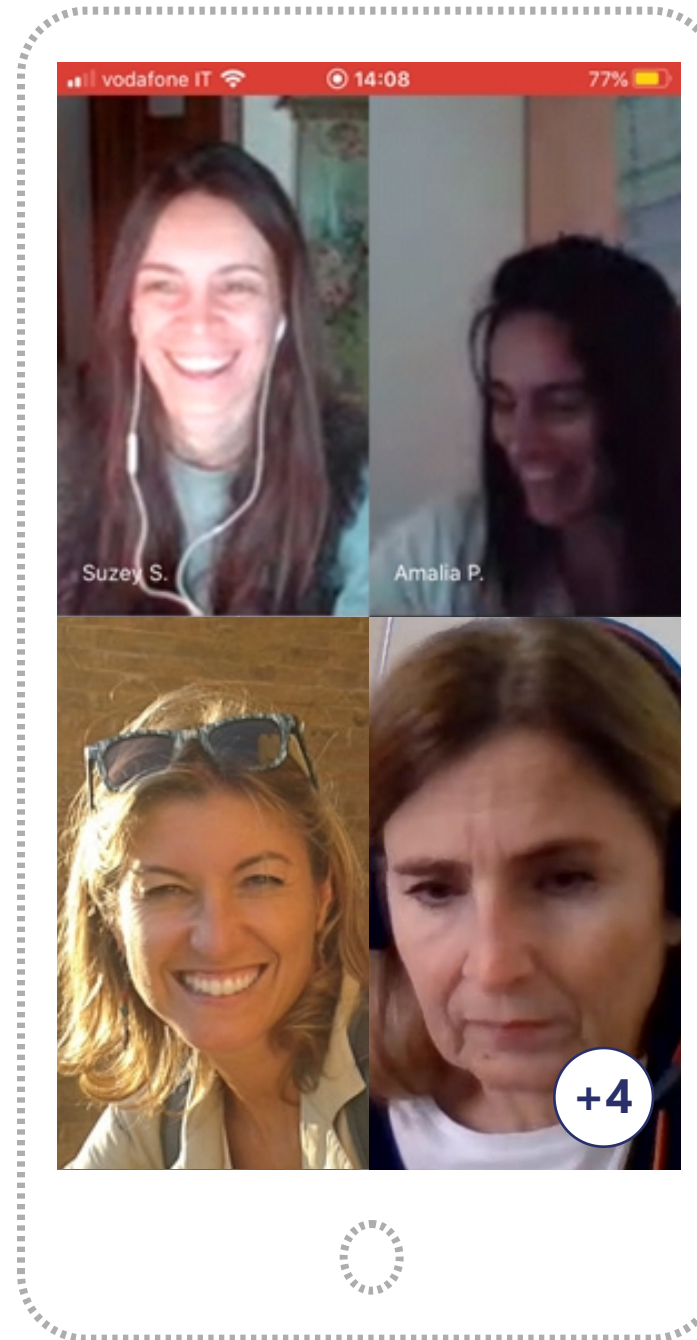


# Parent dashboard features

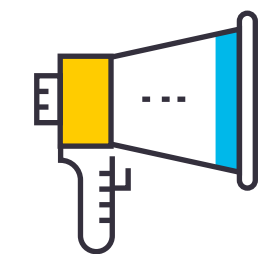
UX and design competitor analysis

# New focus group

**Format:** 1 Hr/week, First at the office now in remote



**Design team**



**Marketing team**

# The players

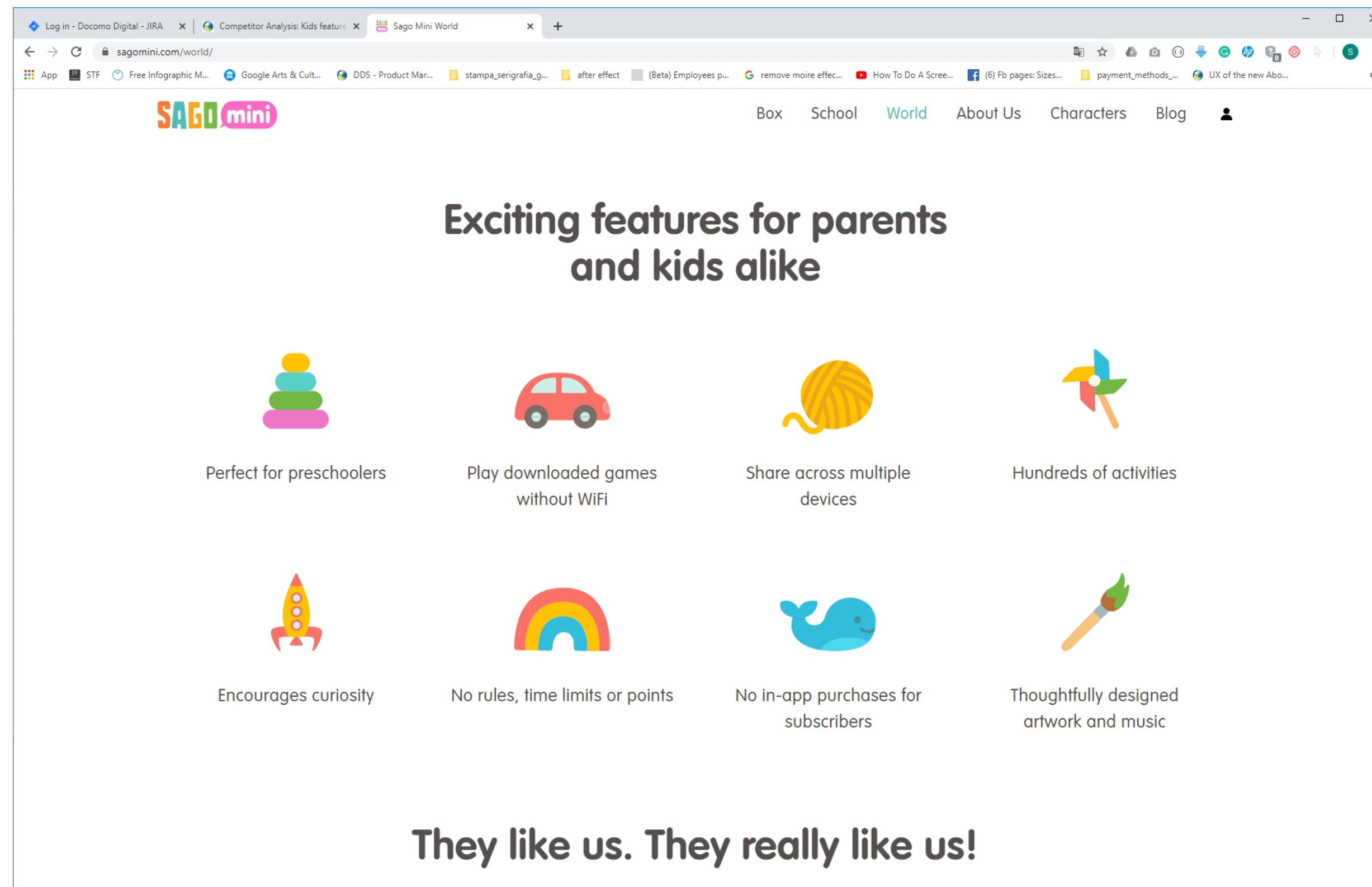


VS



Giggles that help kids grow.

Sago Mini World builds emotional intelligence, creative problem solving and self confidence through open-ended play – while allowing kids to play at their own pace.



## Our notes

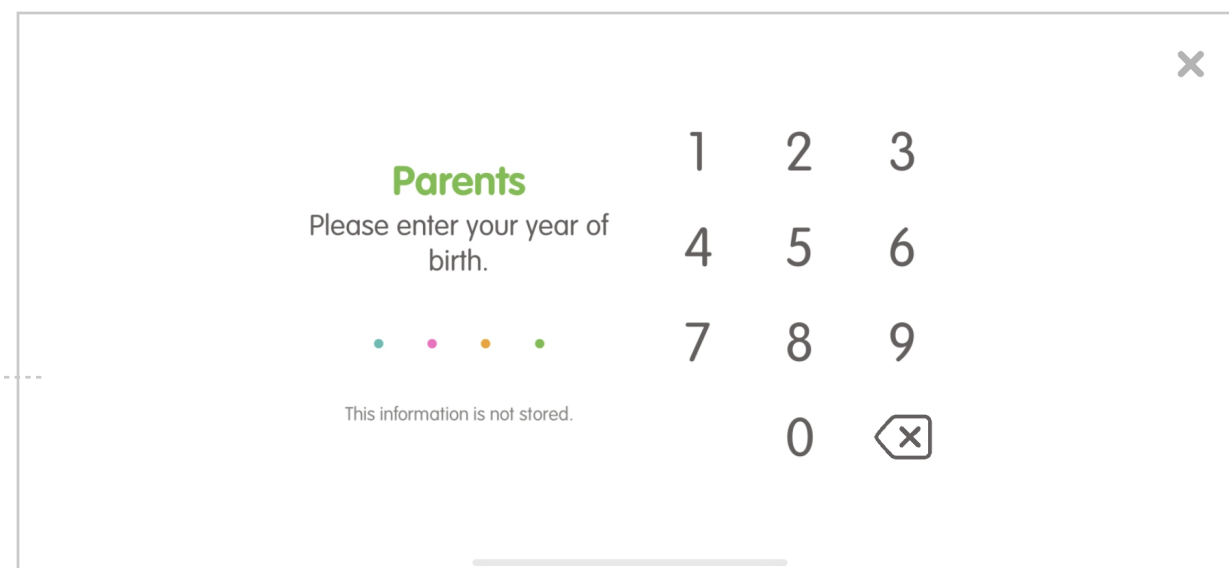
- Consistency and standard: Clear navigation and icons. Tabs are legible and easy to understand.
- "Parents" section: parent oriented look and feel, smart title for the section
- Sections split into very clear tabs
- Home tab: Promo banner, and invite friends to promote service, nice idea.
- Account tab: very cute graphics when you tap one of the CTAs (join now --> paywall)



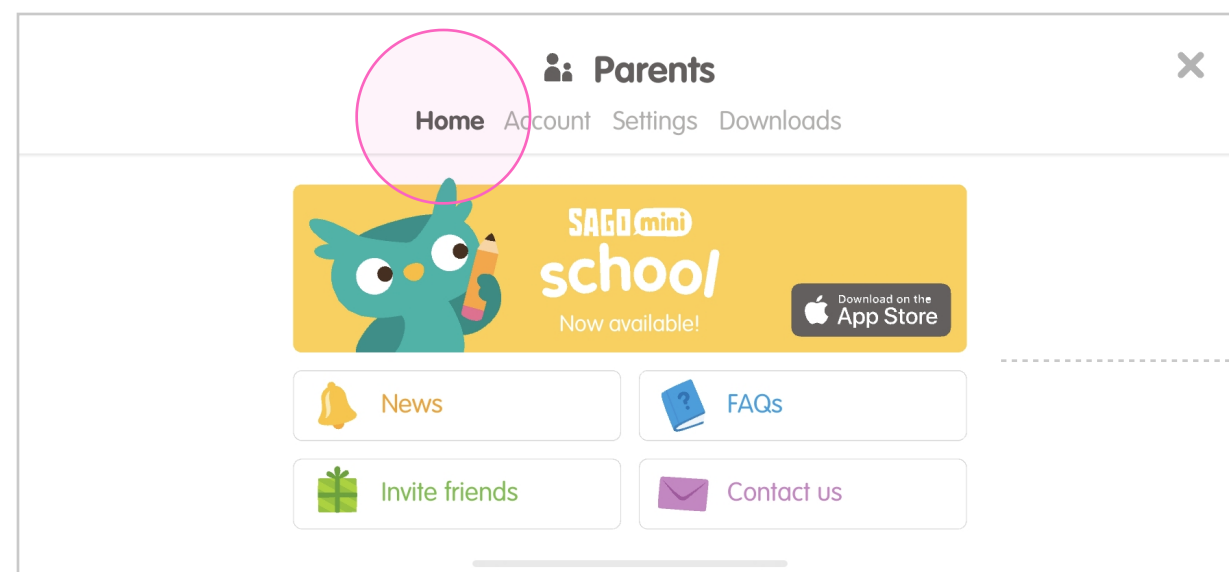
# General overview and Home tab



Clear access icon to Parent Dashboard



Password protection to access section

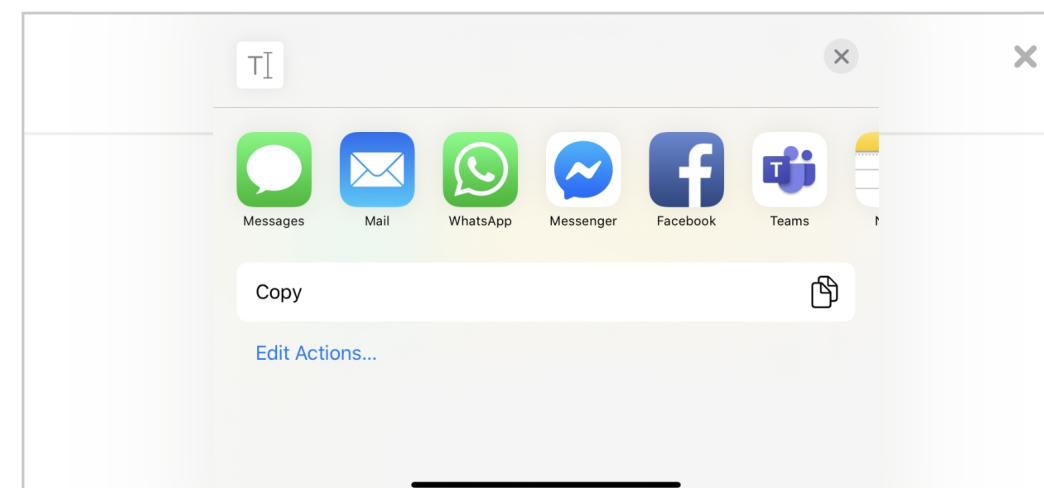


Parent dashboard home tab overview

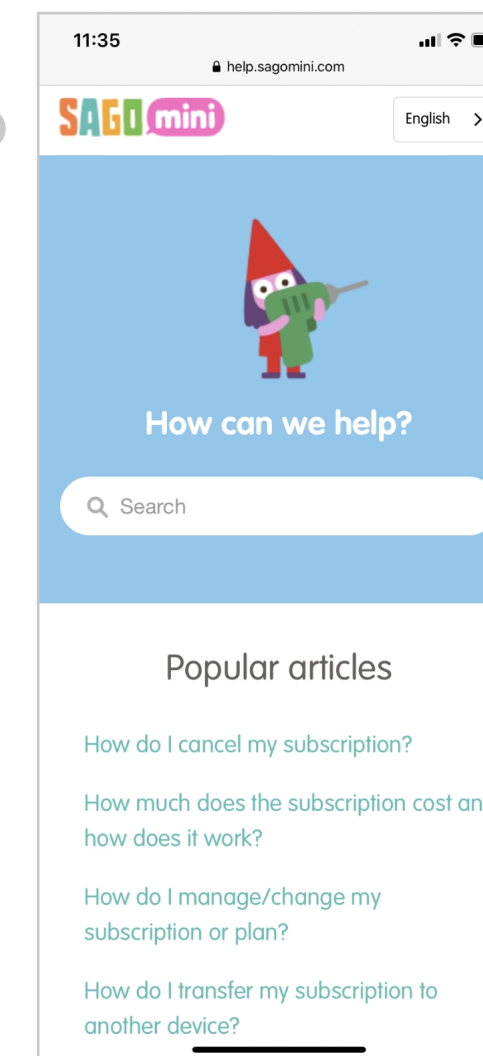
Promotional banner: links to App Store



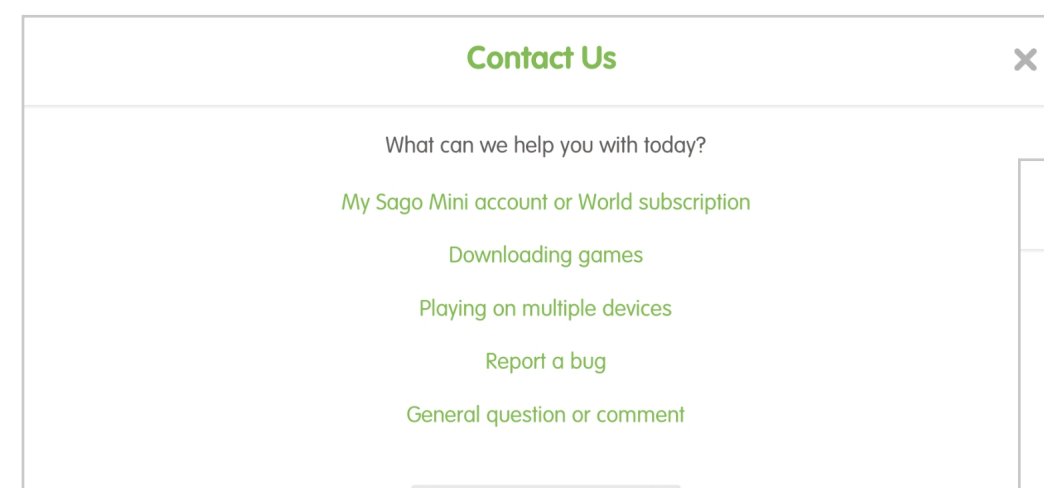
News: displayed in a banner like fashion



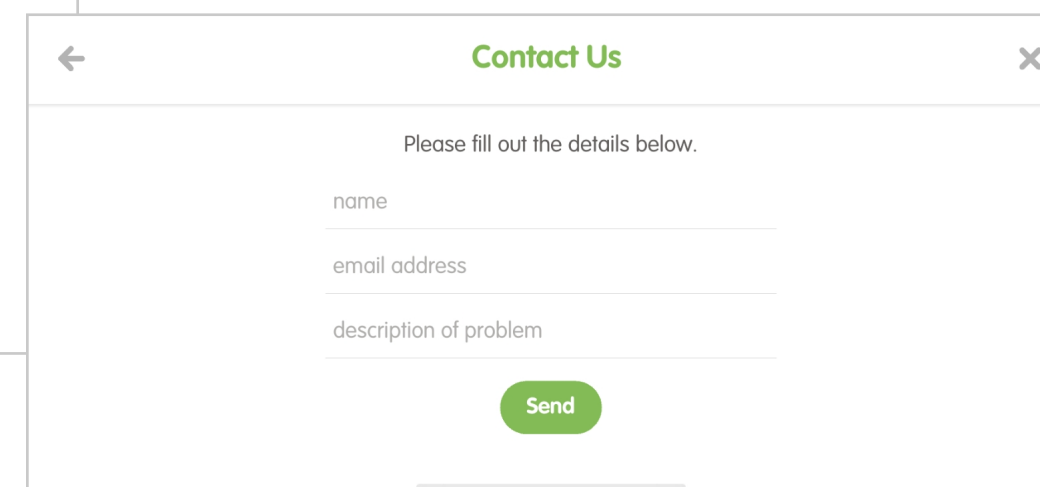
Invite friends: opens native system sharing options



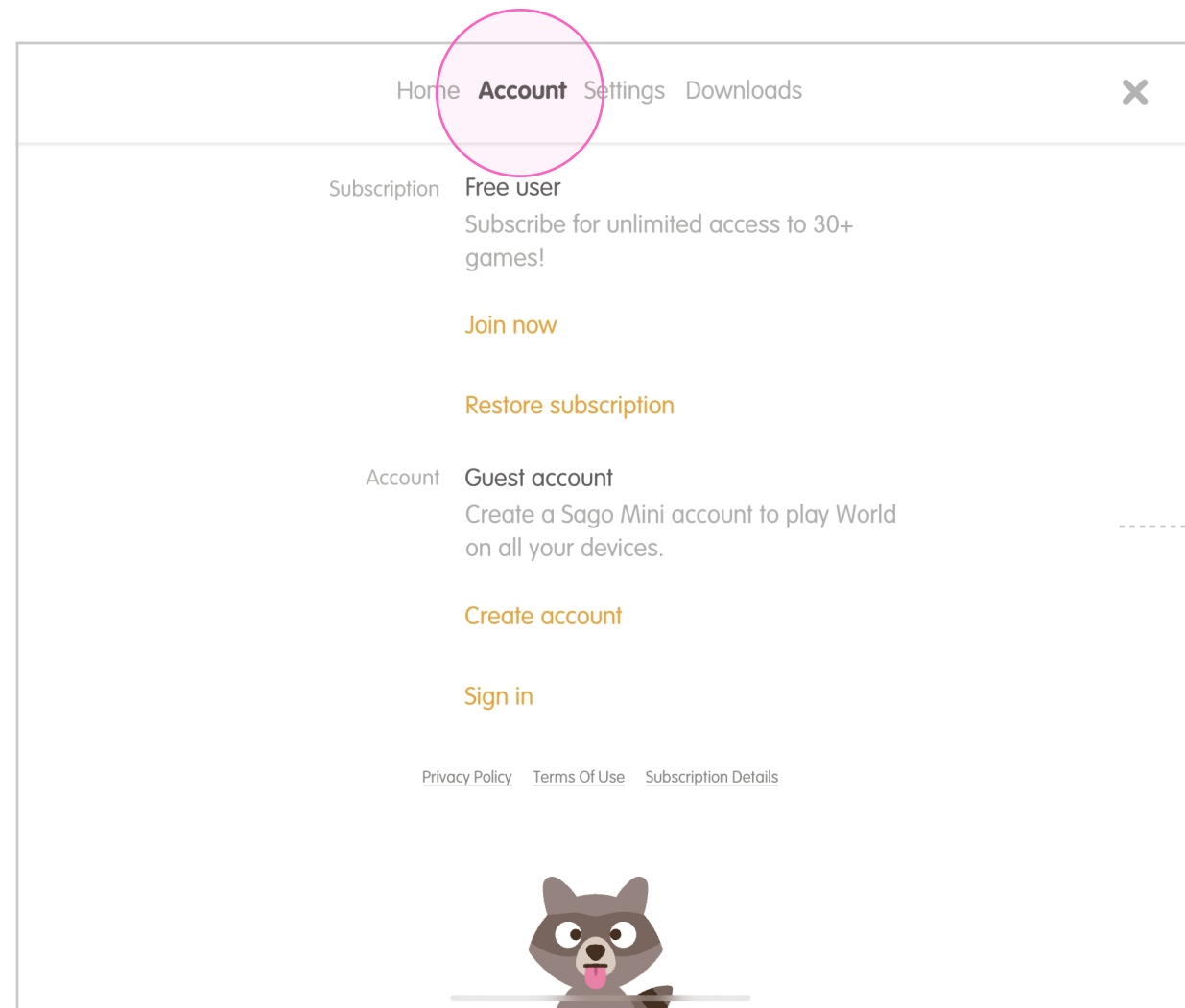
FAQs: Opens in browser



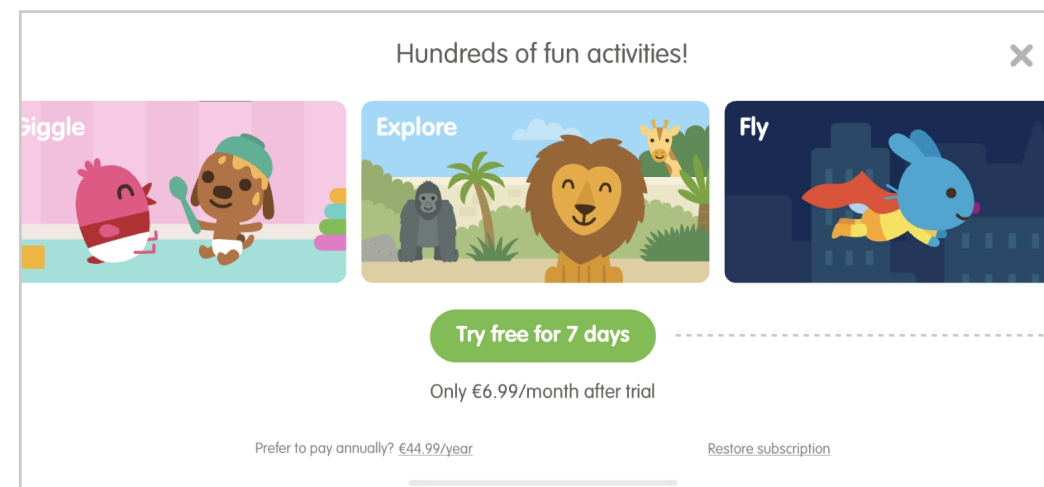
Contact us: opens a form to fill after choosing subject



# Account tab

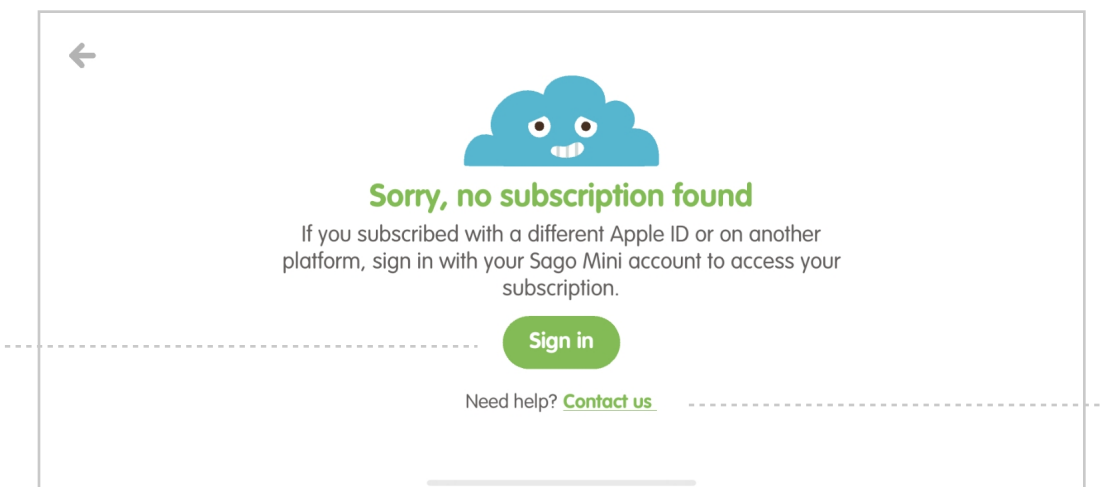


Parent dashboard Account tab overview



Join now: opens promotional paywall

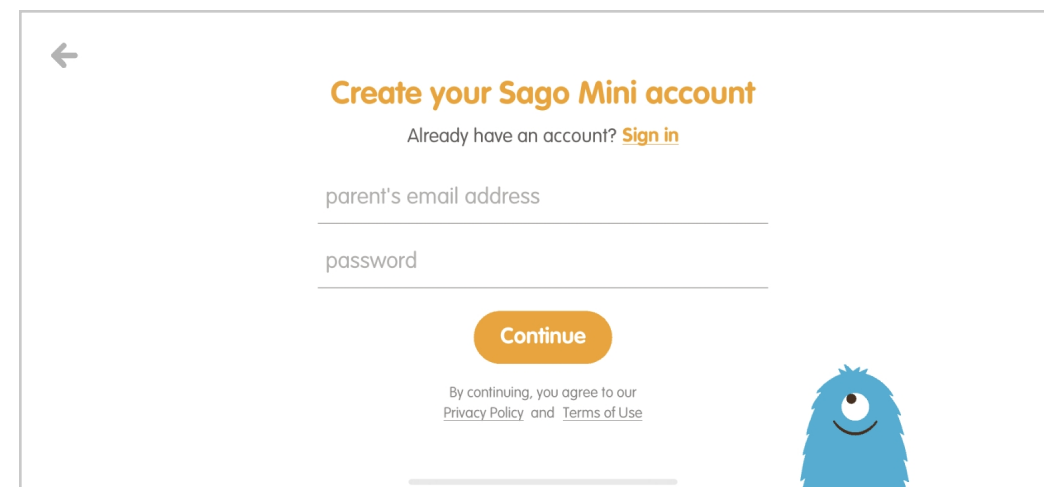
CTA links to App Store



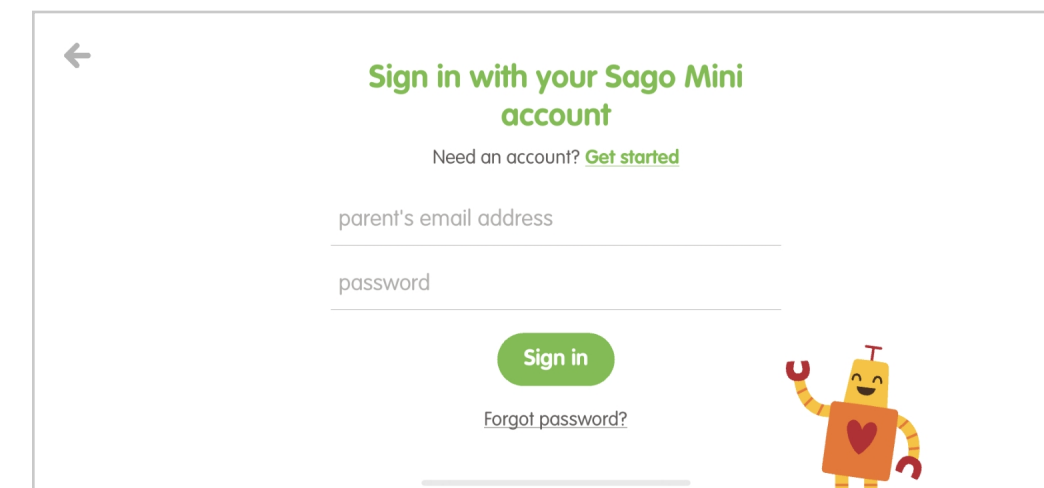
Restore purchase: No sub. I assume it links to App store

Opens Sign in form

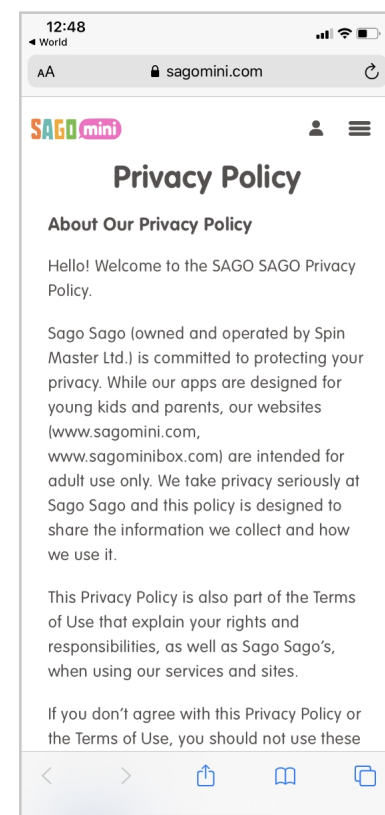
Opens Contact us form



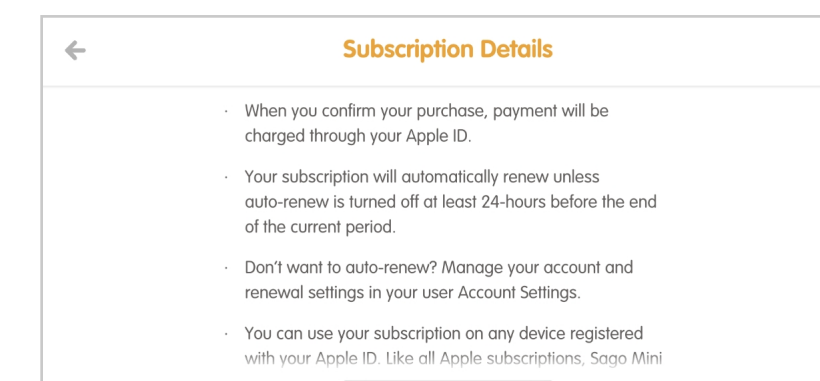
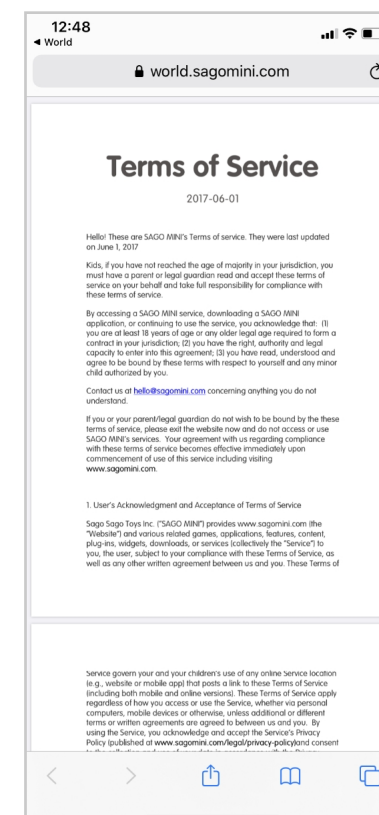
Create account: opens account creation form



Sign in: opens form

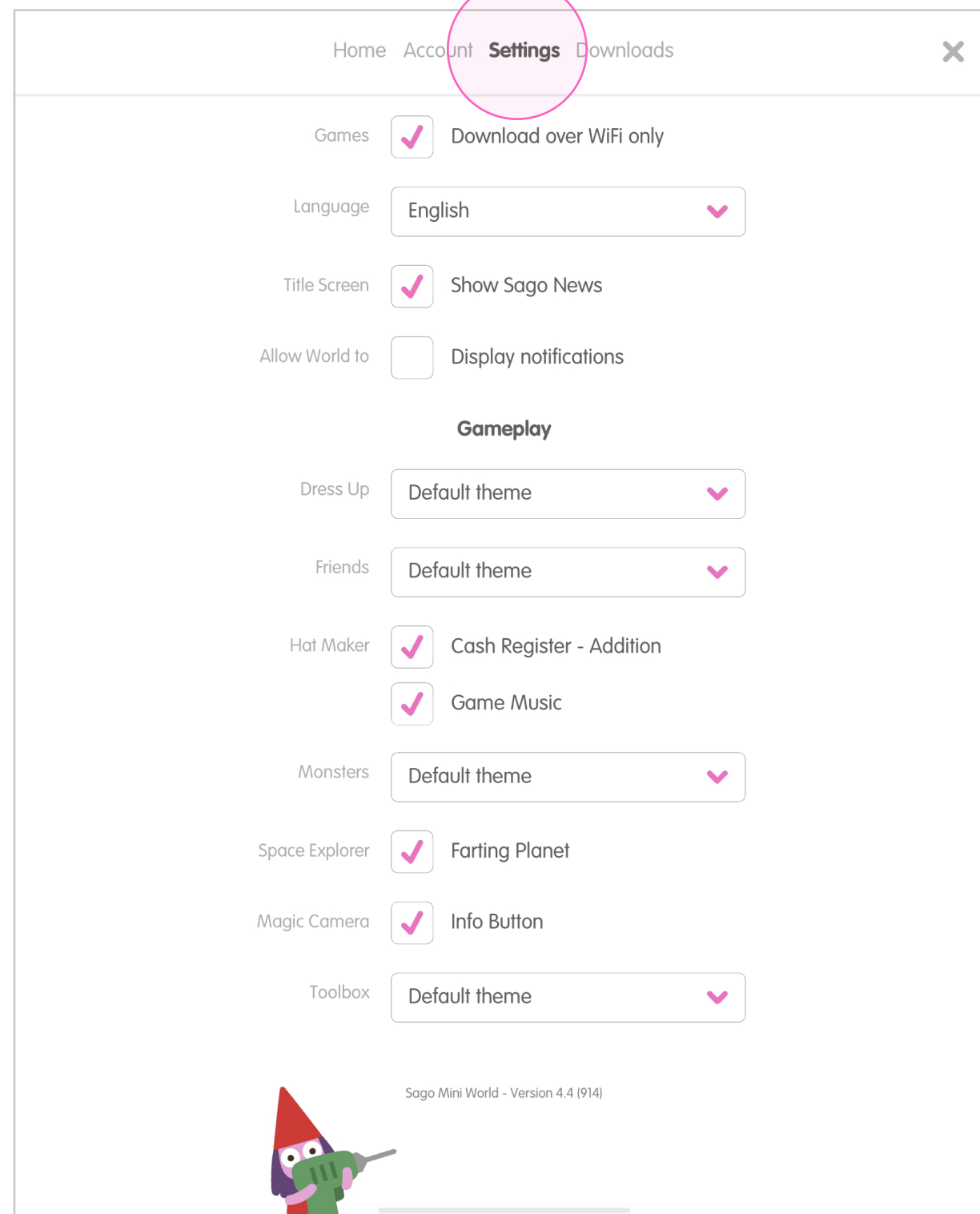


Privacy Policy and T&Cs: open in browser

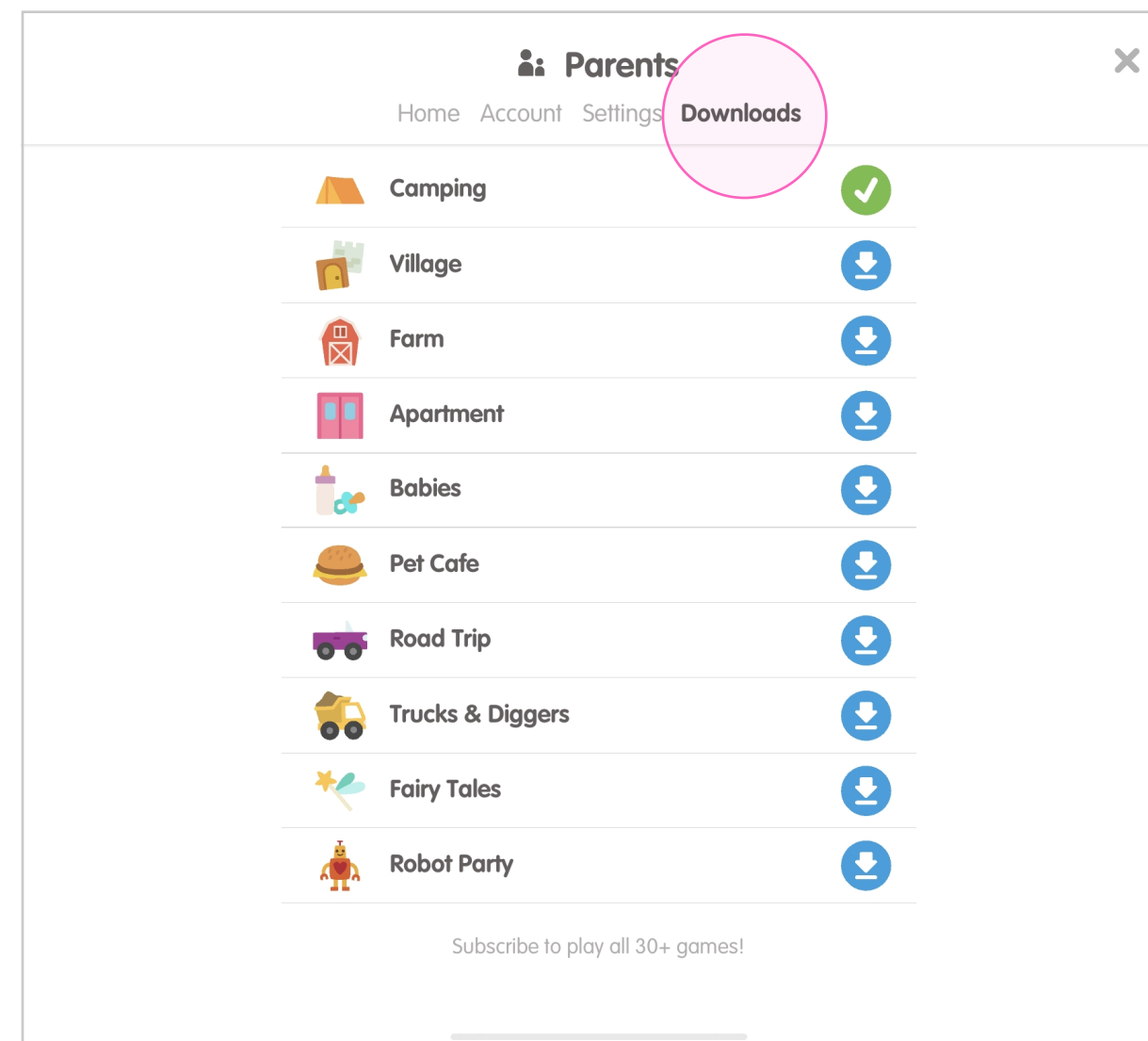


Subscription details: opens inside app

# Settings and Downloads tabs



**Parent dashboard Settings tab:** some classic and game play personalisation settings available

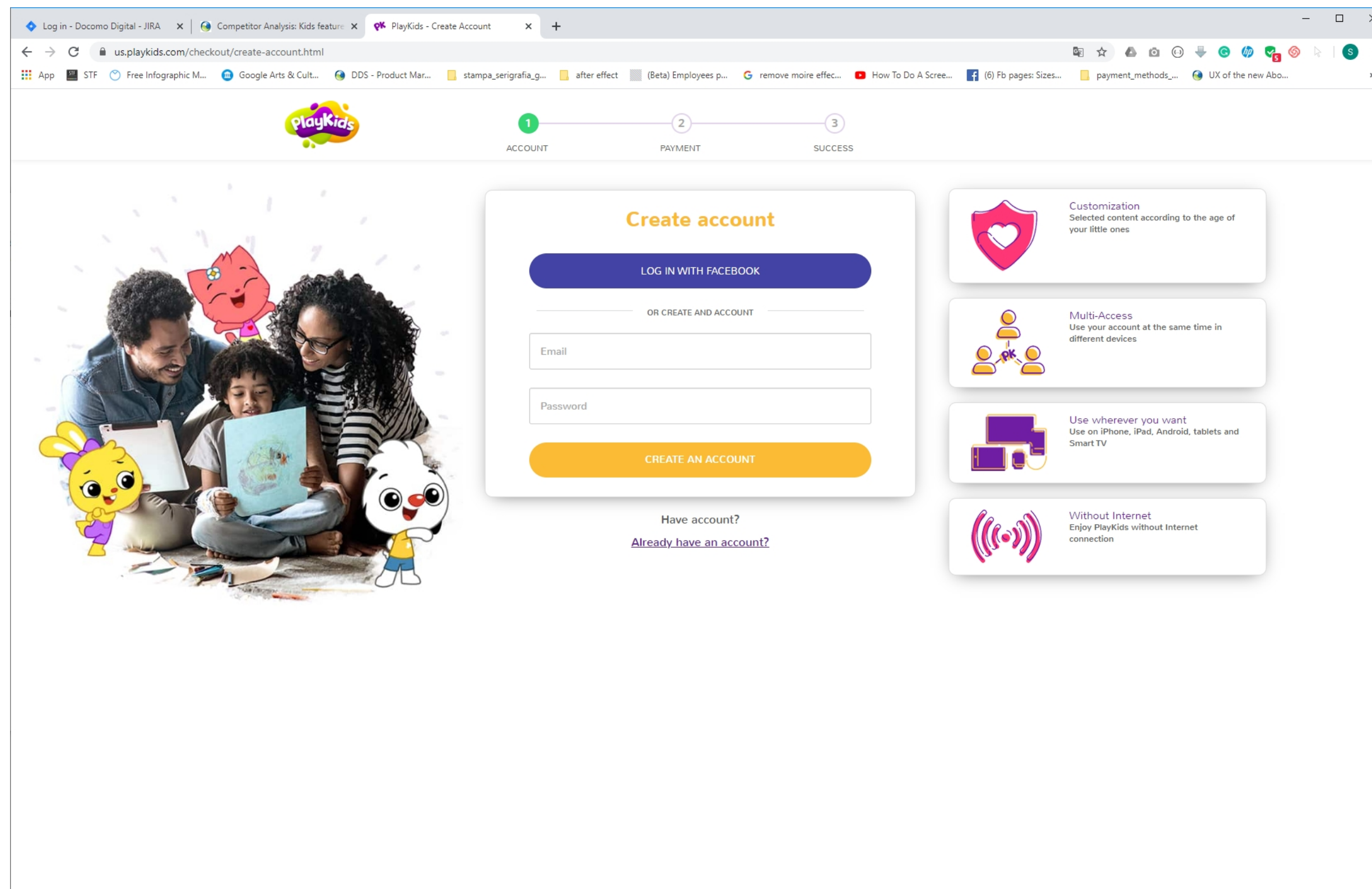


**Parent dashboard Download tab:** Wifi only





All your kid's favourite shows, characters, and learning games in one safe place. Customize your child's learning, grade-level appropriate games, books and videos all mapped to common core. Filter, search for content and send personal recommendations to your child.



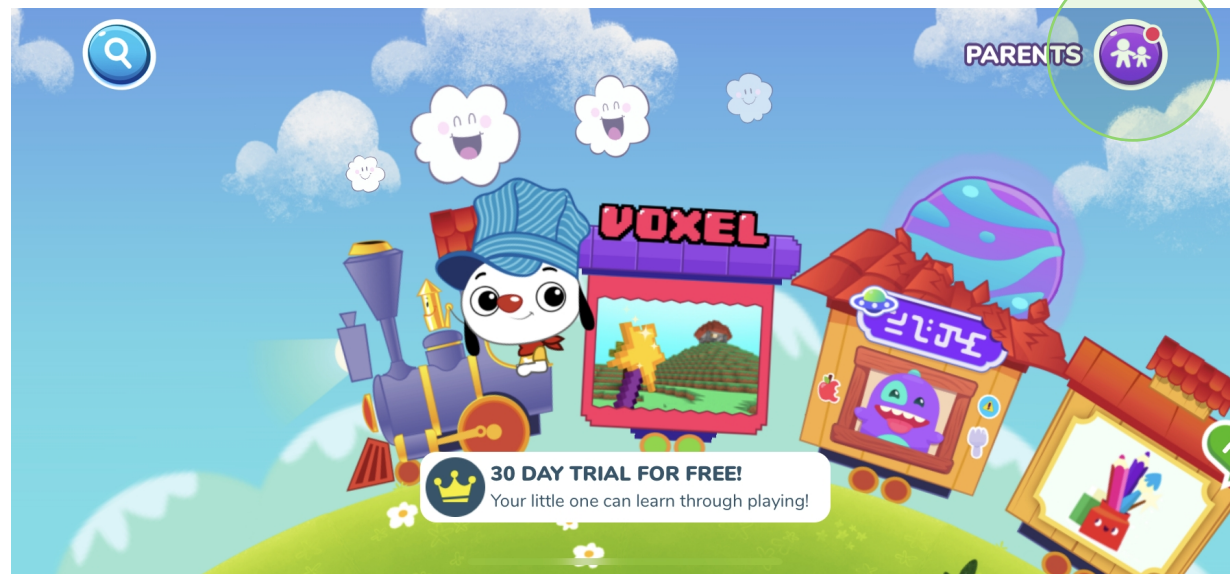
## Our notes

- Very annoying and frustrating paywall, it pops up everywhere.
- Sections split into clear tabs
- Account tab: marketing oriented, nice graphics, maybe too many banners and steps.
- baby mode: commands disabled for toddlers, nice feature.
- Autoplay netflix style

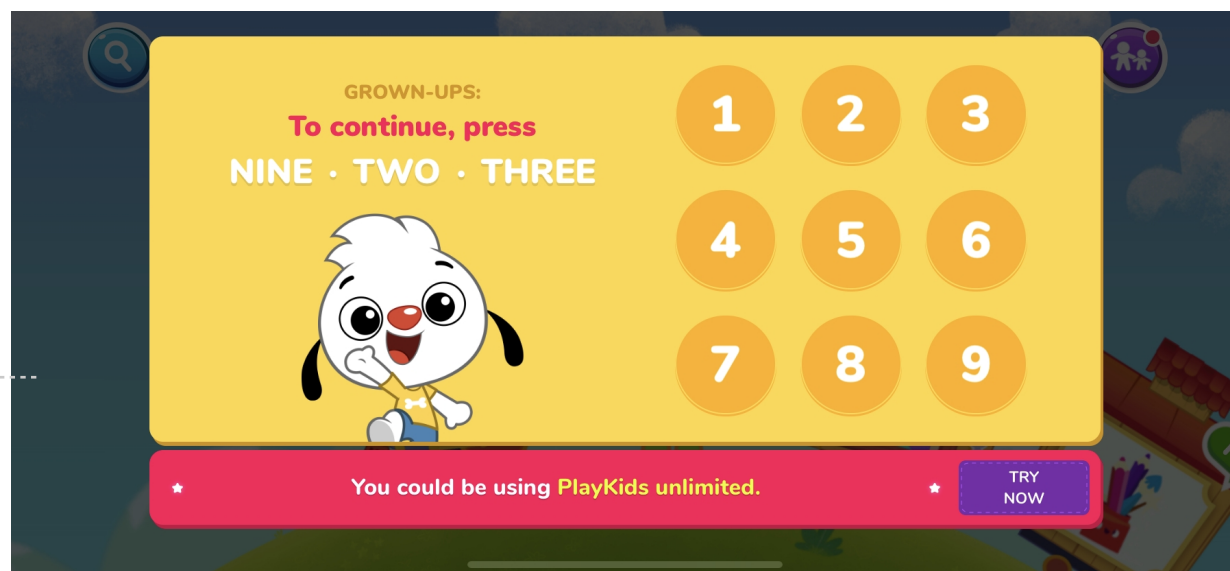




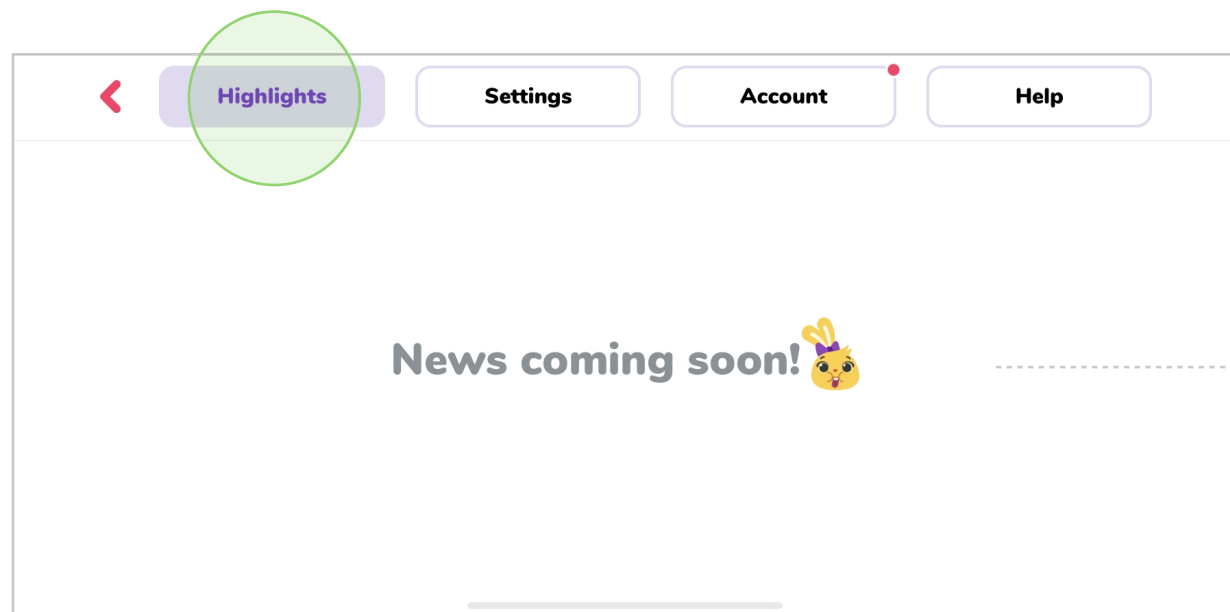
# General overview and Highlights tab



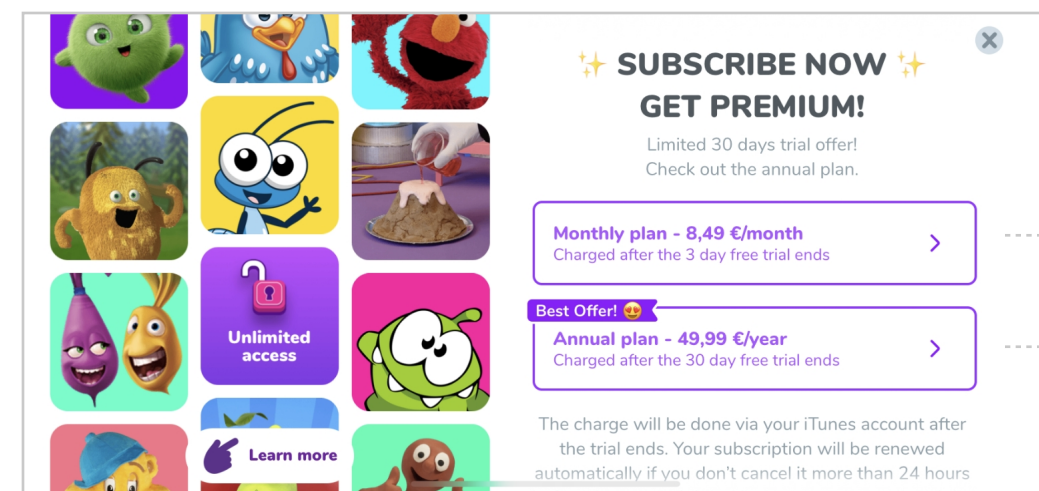
Clear access icon to Parent Dashboard



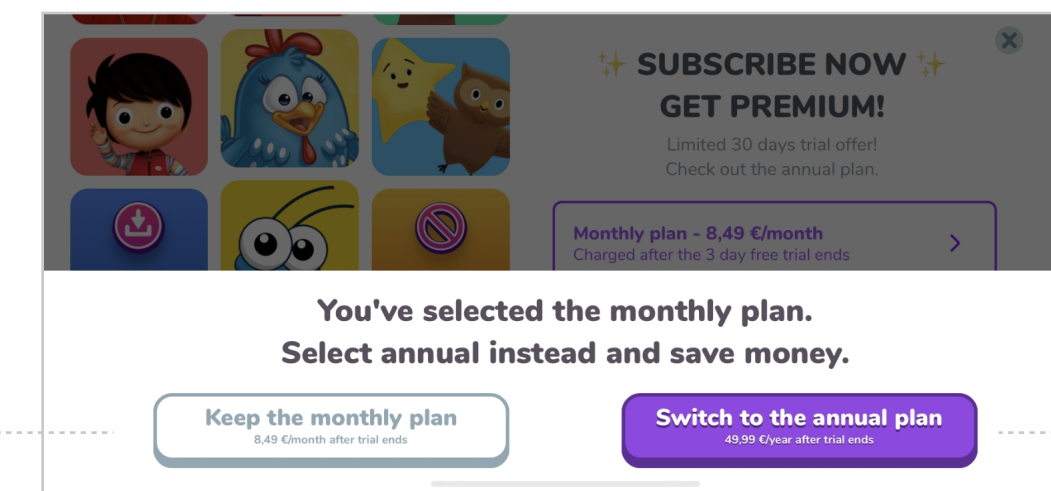
Password protection to access section



Parent dashboard highlights tab overview: Coming soon.



Promotional banner: appears too often, very annoying

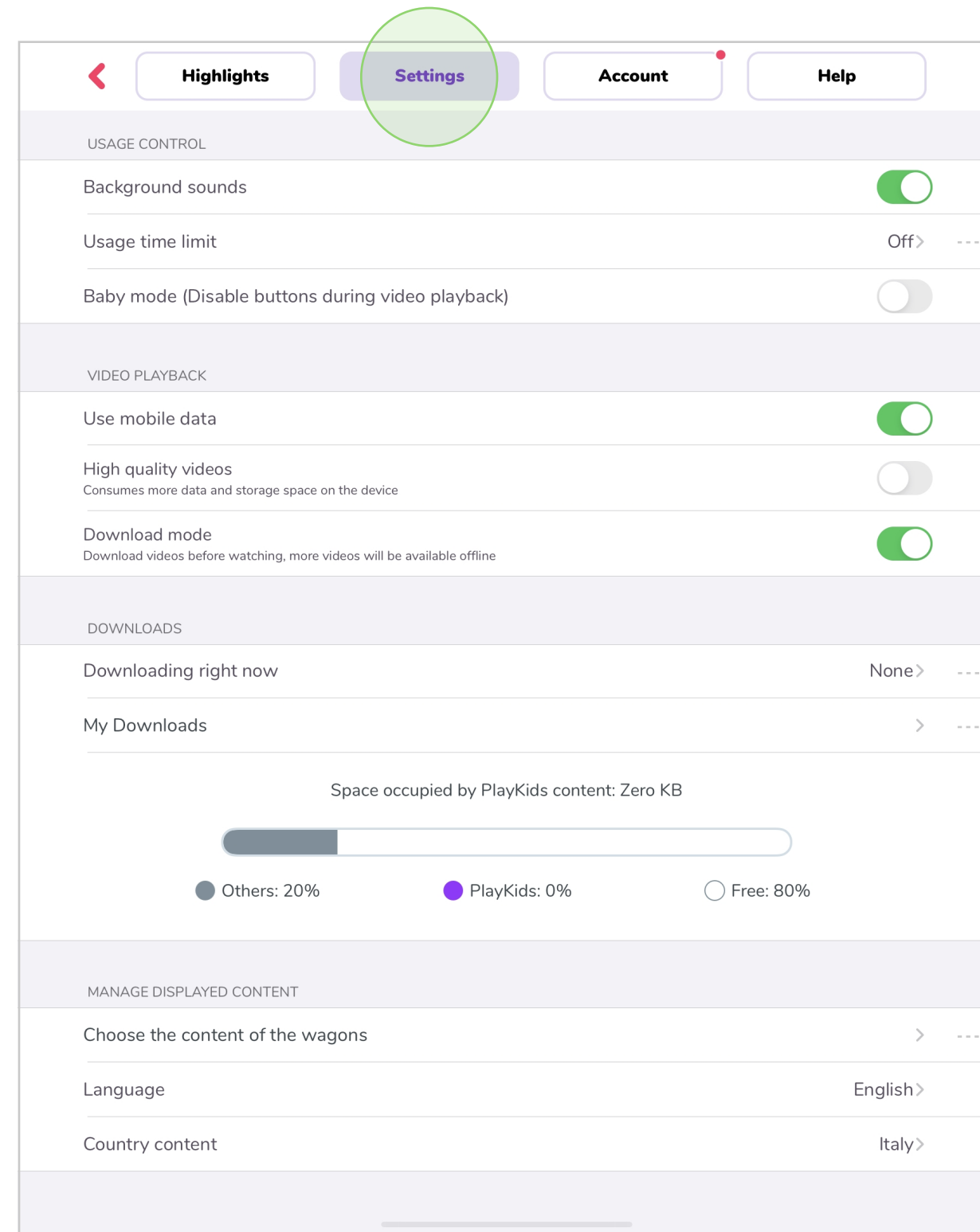


Paywall banner: Invites user to switch to annual plan. No way out, (bad ux).

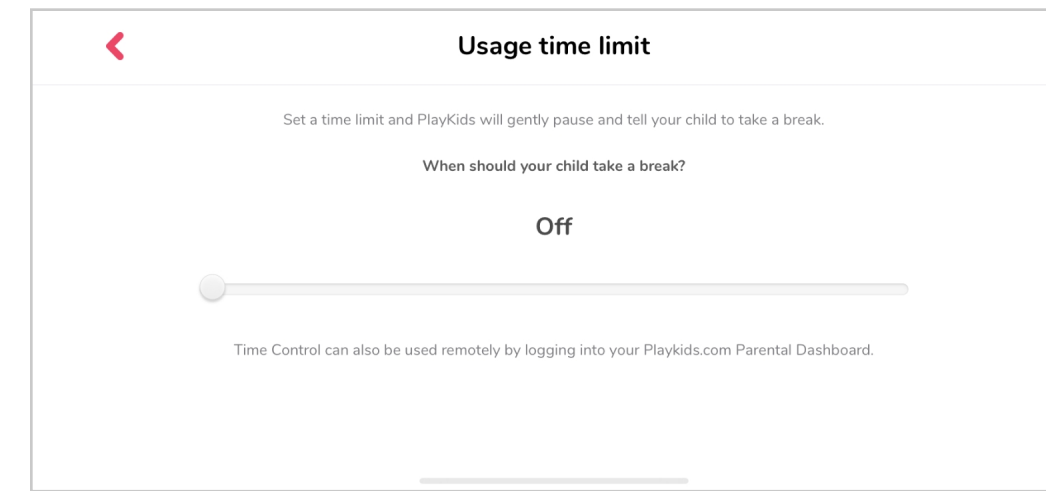
All banners: link to App Store



# Settings tab

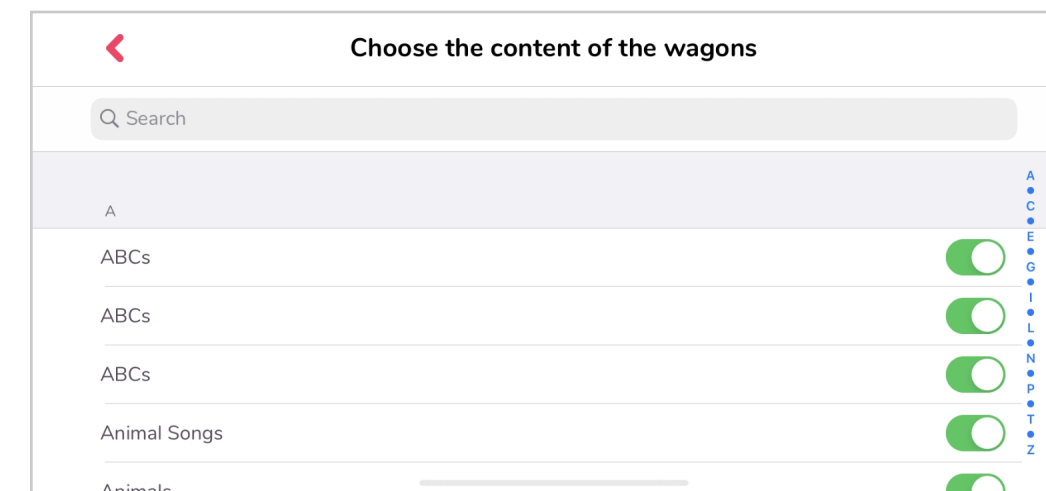


Settings tab overview: setting options clear and intuitive



Settings tab overview: setting options clear and intuitive

N.A. no subscription, sections empty

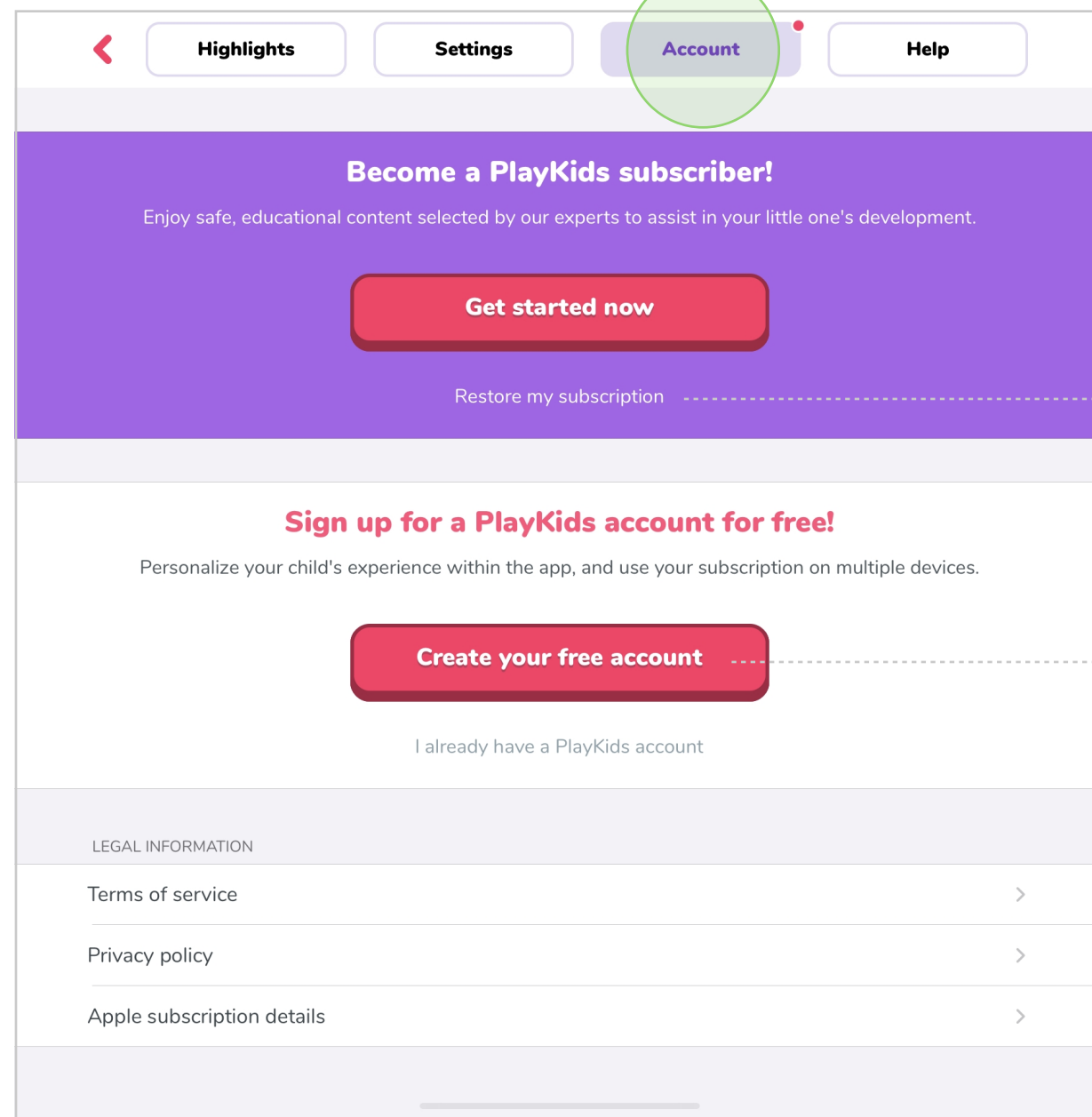


Content personalization: A-Z list, on/off switches

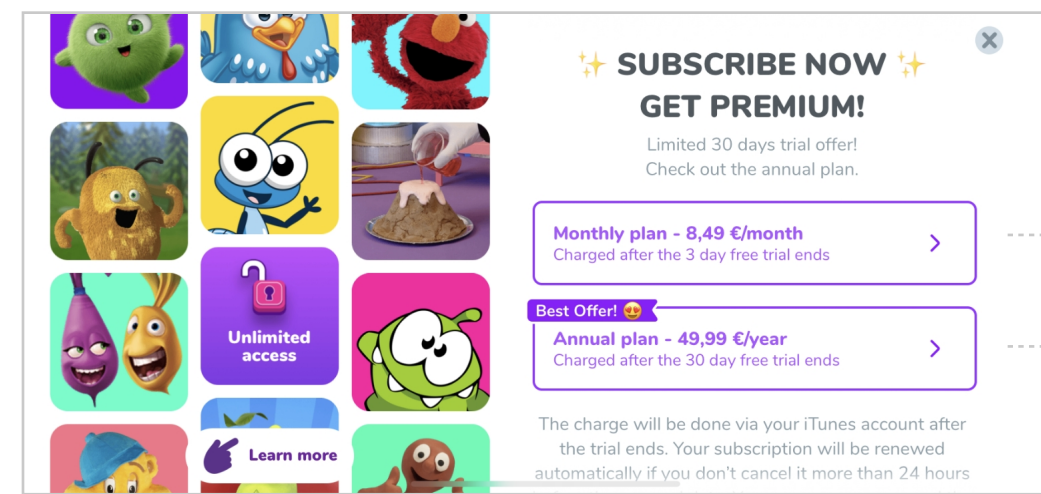




# Account tab

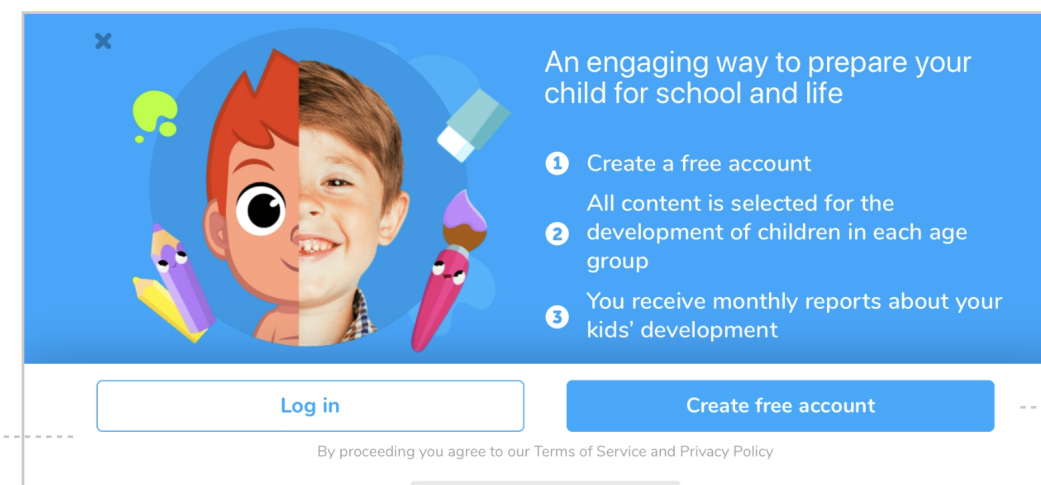


Settings tab overview: setting options clear and intuitive

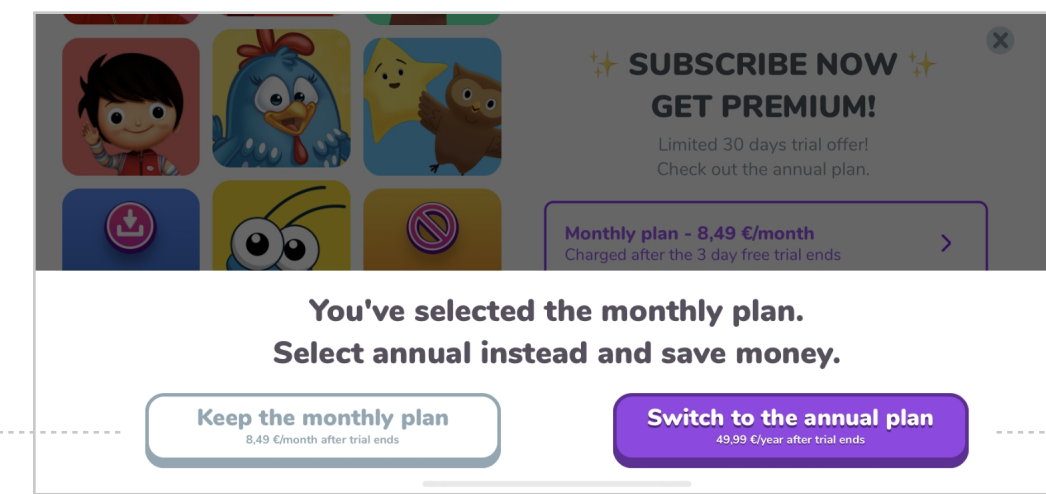


Promotional banner: appears too often, very annoying

Apple ID sing in request

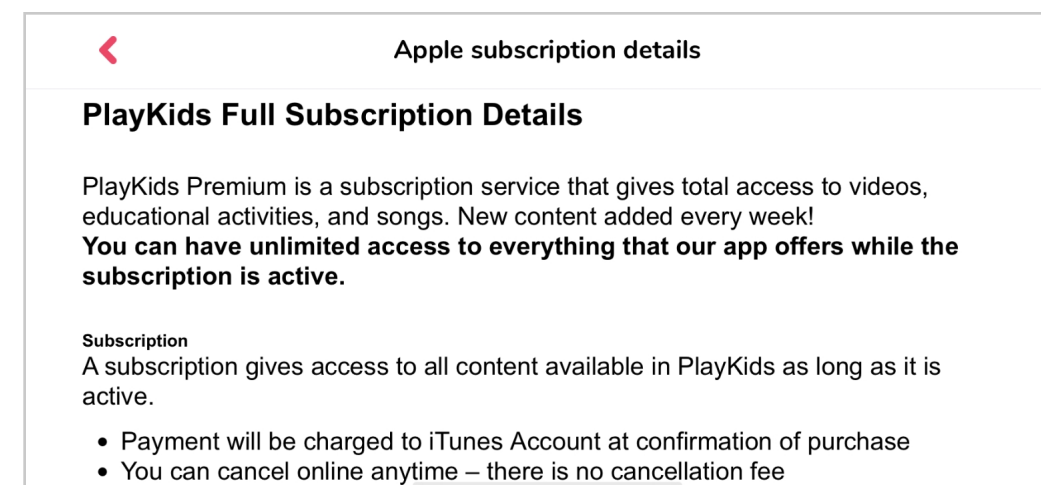
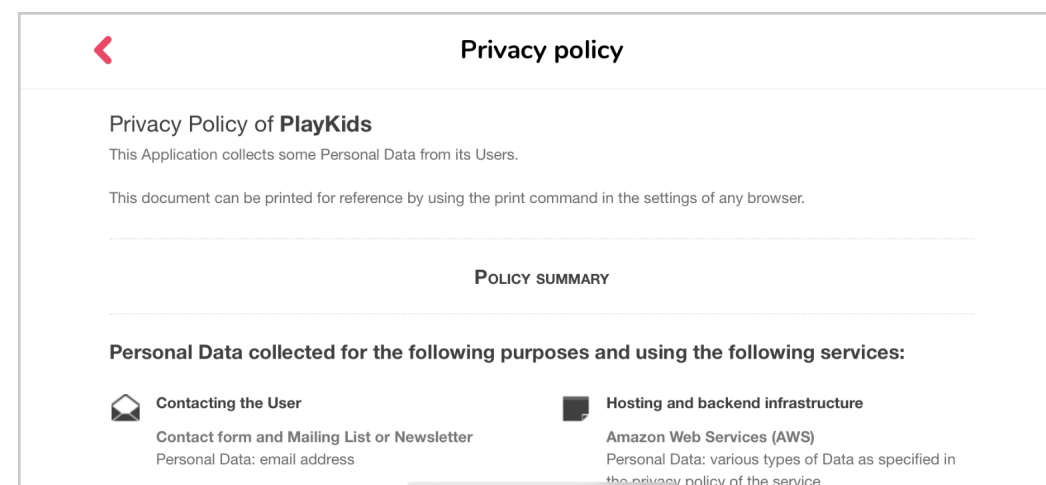
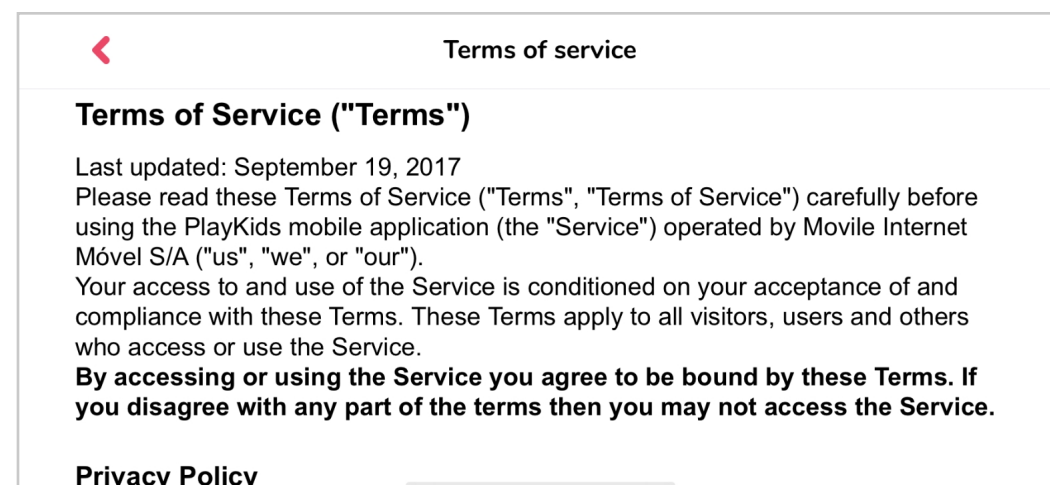
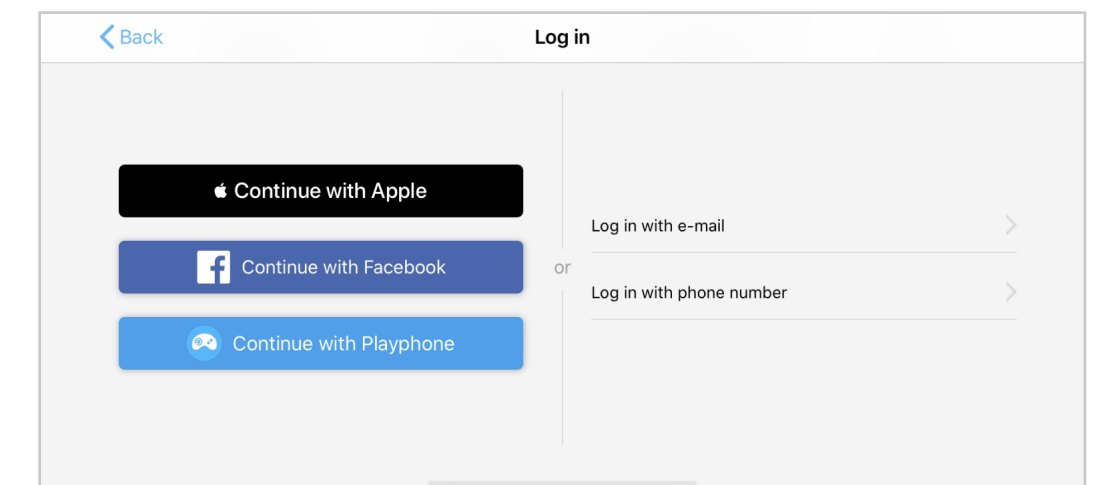
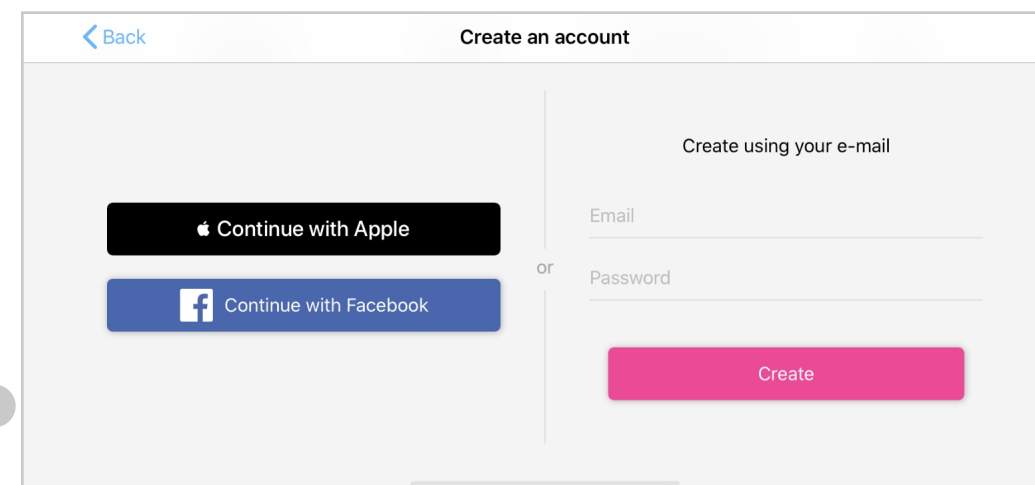


Account cretion banner: outlines benefits of the service, give user option to log in or sign up



Paywall banner: Invites user to switch to annual plan. No way out, (bad ux).

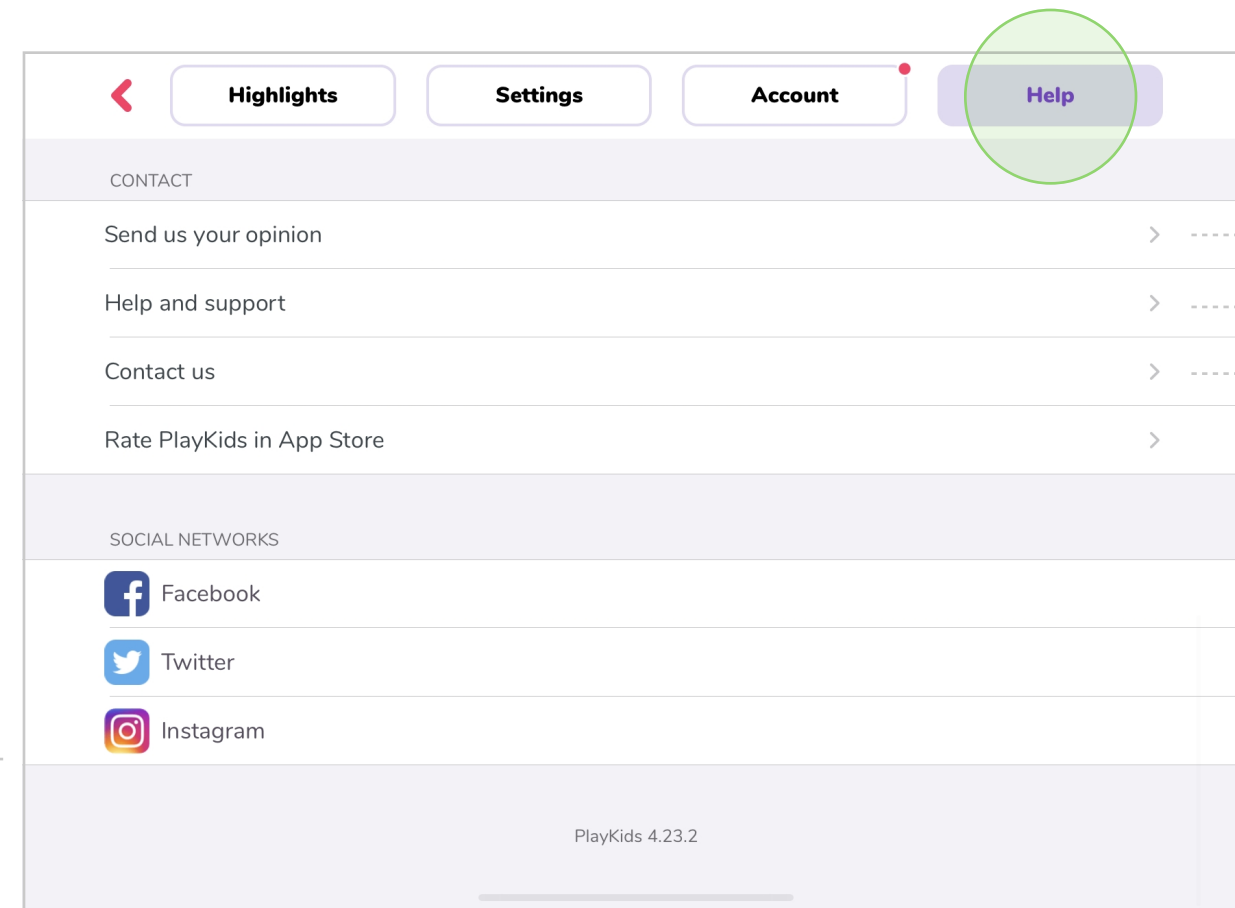
All banners: link to App Store



T&Cs, Privacy Policy and Subscription details: opens inside app

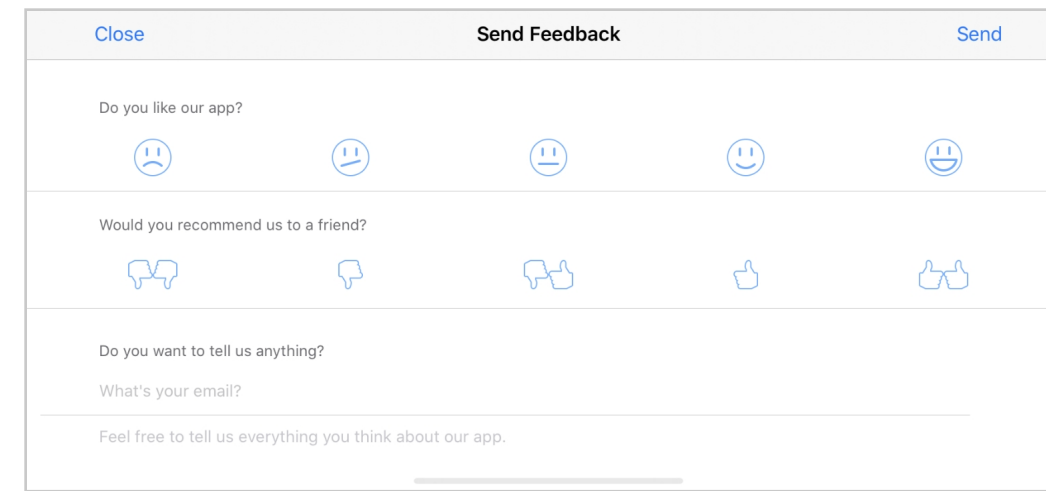


# Help tab

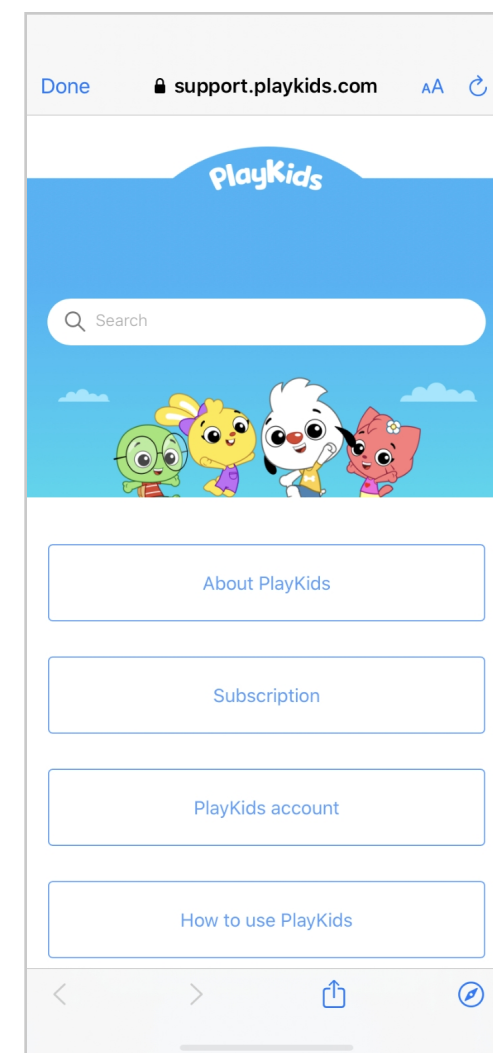


**Help tab overview:** Top part of the section clearly dedicated to user support. Not sure about about social networks being in this section.

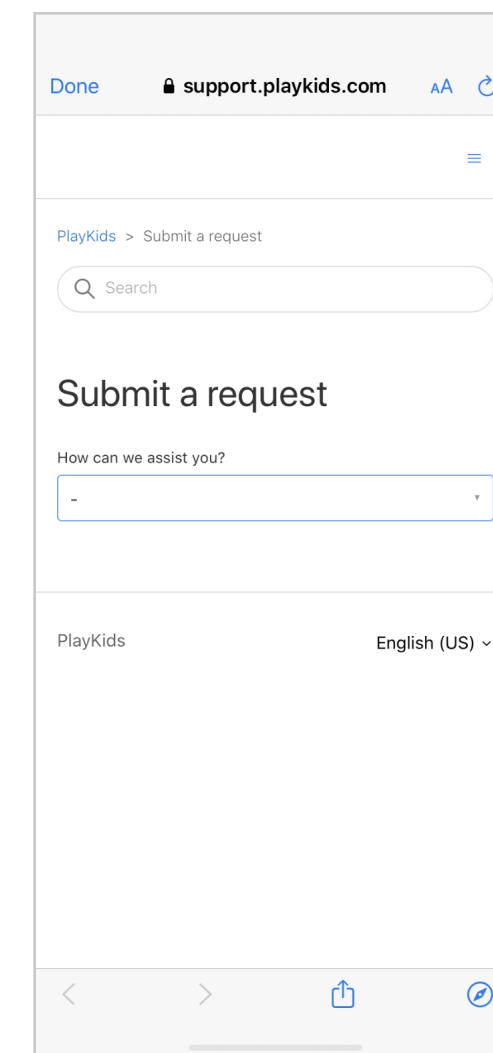
Connect to social Network



**Feedback form:** very cute and egaging. Emojis a winner.



**Help and support:** search feature and categories

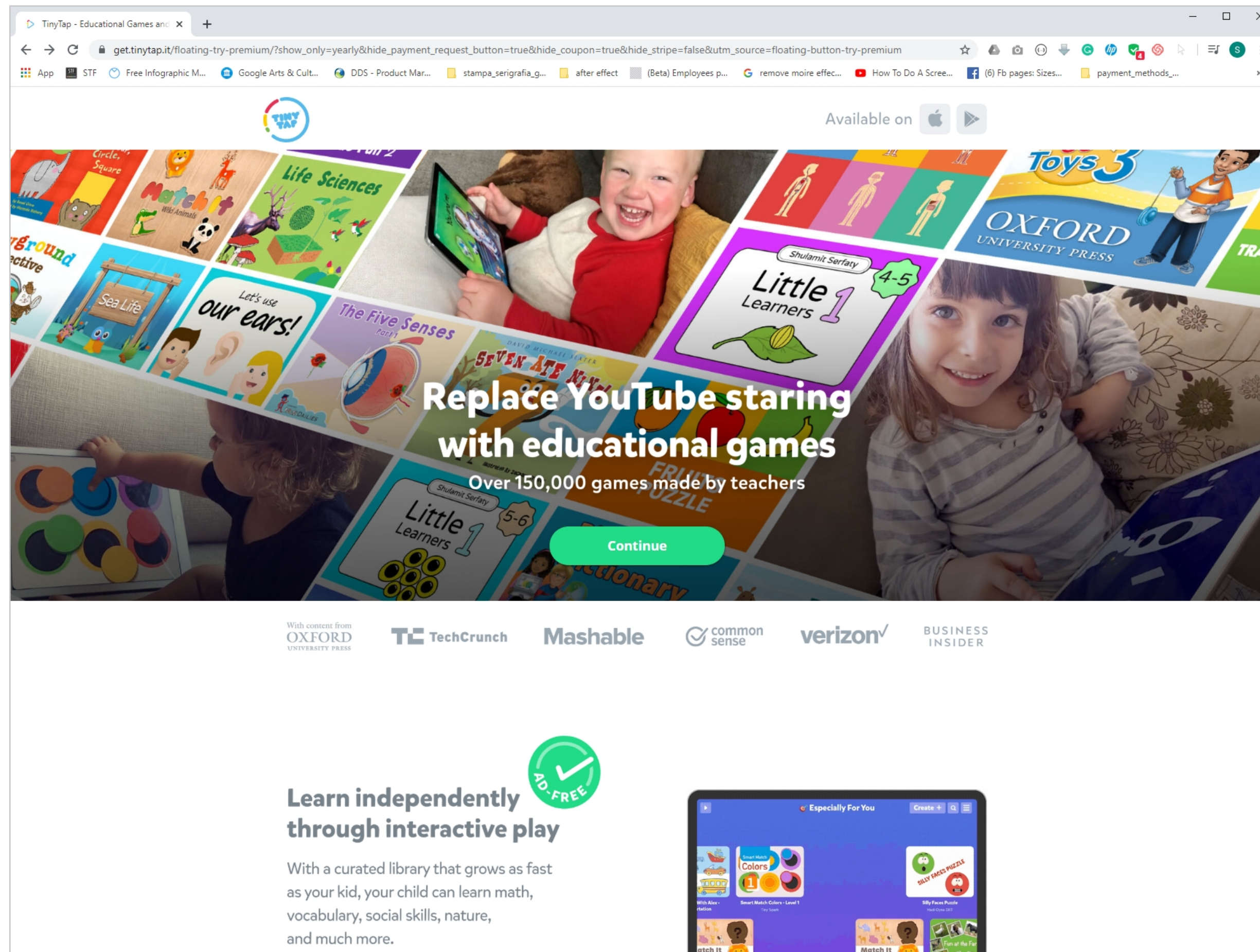


**Contact us:** opens an email form to fill after user select issue type





We believe in personalized education. We believe that anyone can teach and learn anything if given the tools to do so in a way that addresses their specific needs, which is why we built TinyTap.



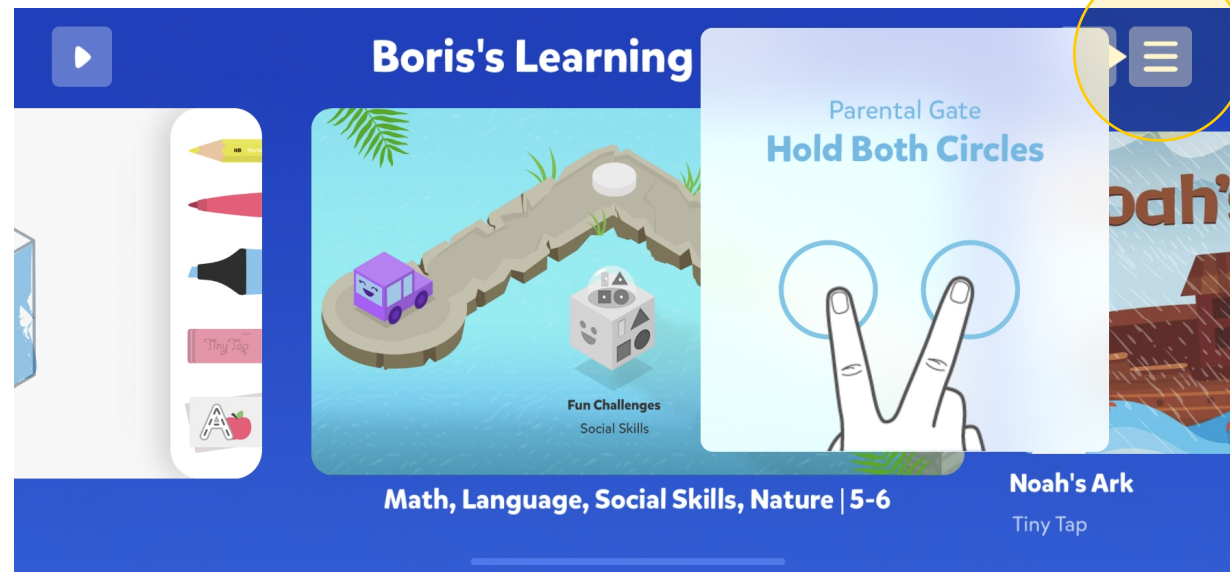
## Our notes

- Dashboard/menu opens on the side and is kind of small. Grey CTAs look disabled.
- Parental gate too easy to crack.
- Statistics per category, learning time and activity. List of activities completed and games played below. Winner.

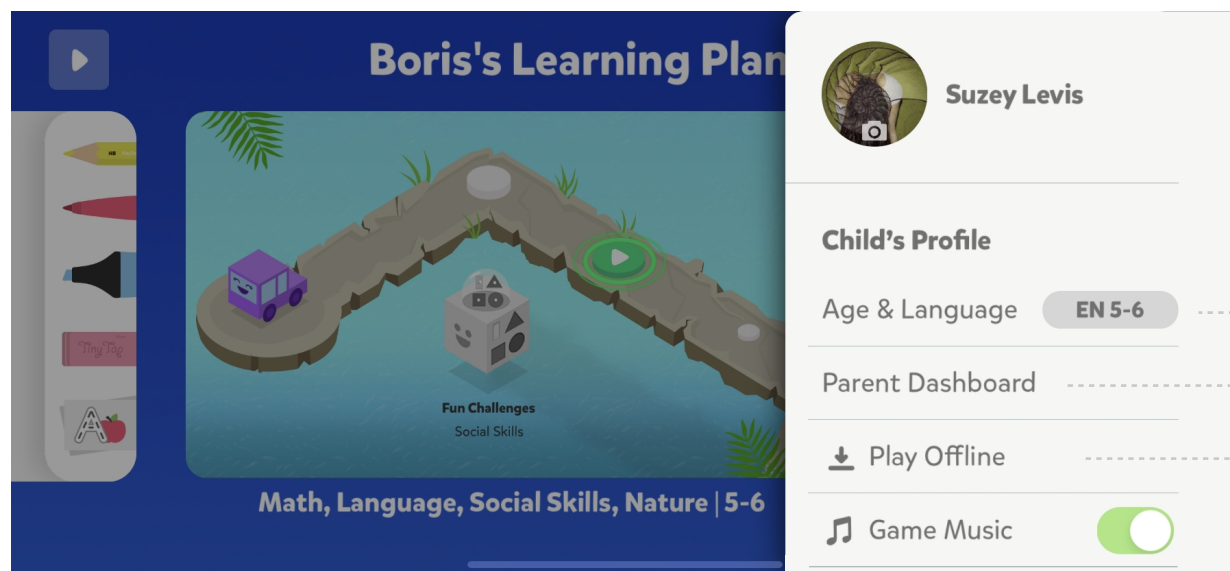




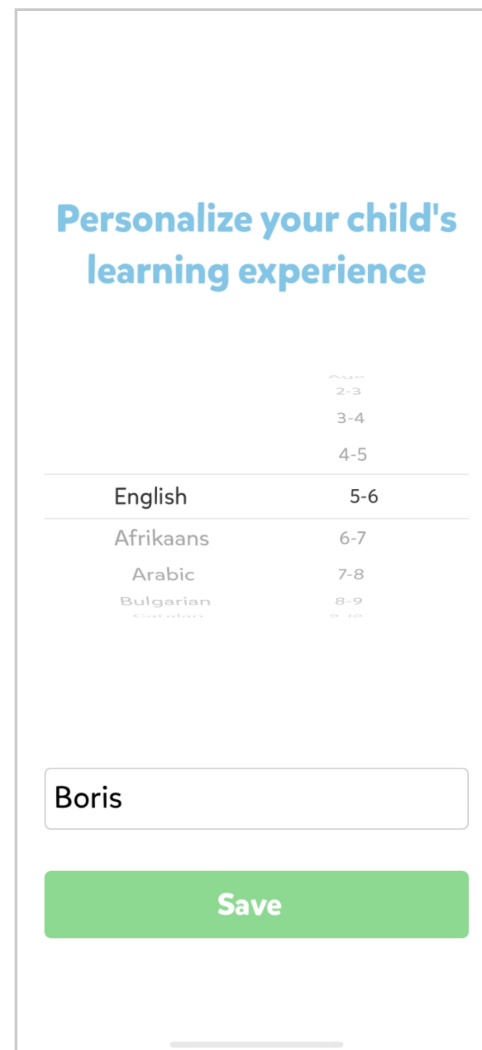
# General overview and Child's profile



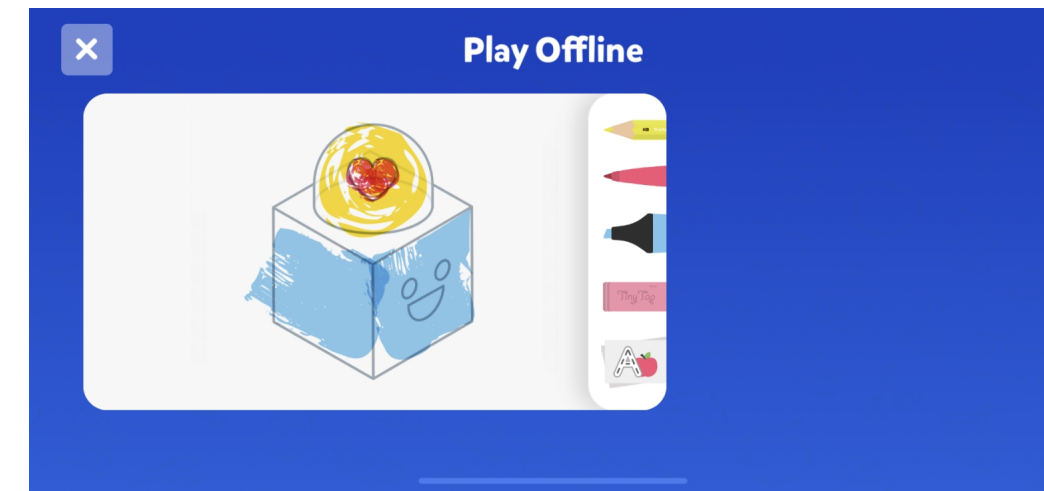
Parent section icon not clear, parental gate too easy to crack by child.



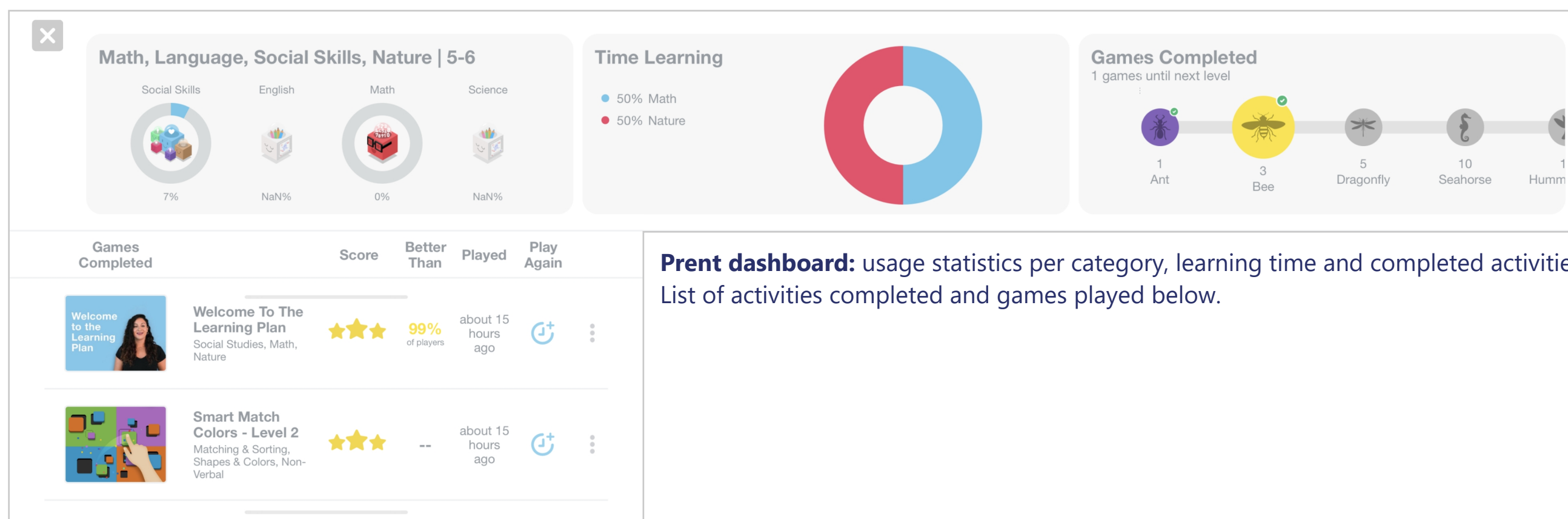
Parent section overview: menu opens on the side of the screen. CTA links look disabled



Age & language: age filter to personalize experience



Offline activities: Downloaded offline content section. Standard.

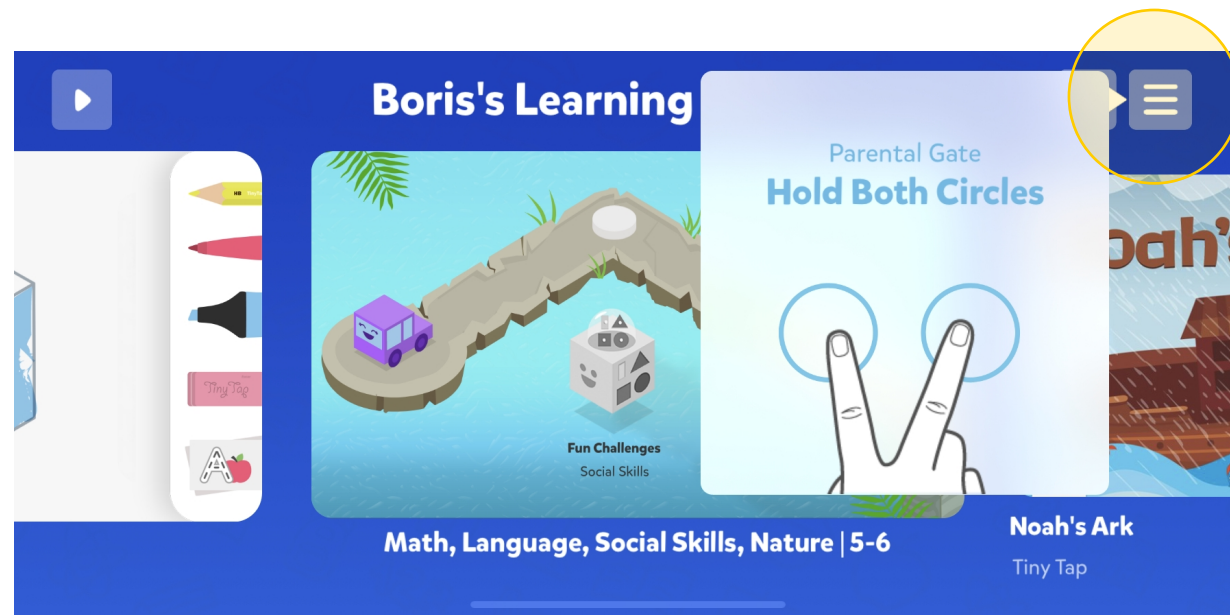


Prent dashboard: usage statistics per category, learning time and completed activities. List of activities completed and games played below.

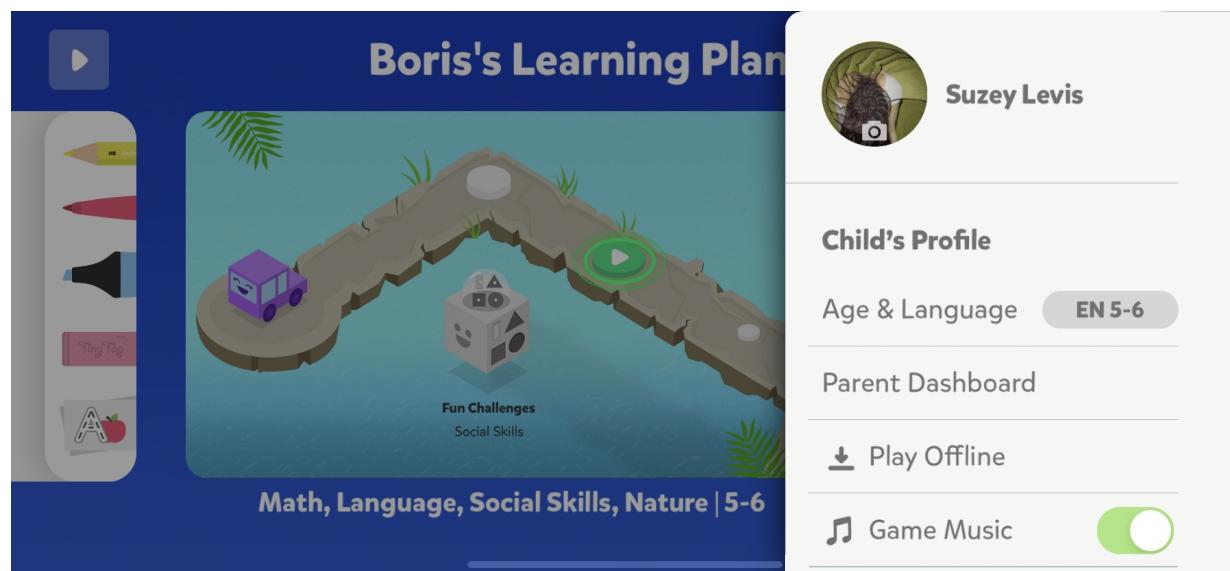




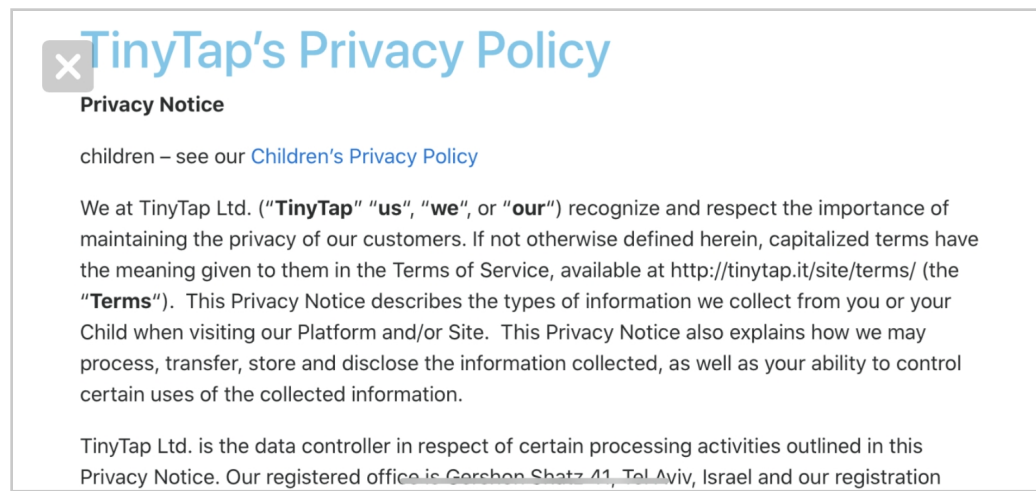
# Account and Love & Support



Parent section icon not clear, parental gate too easy to crack by child.

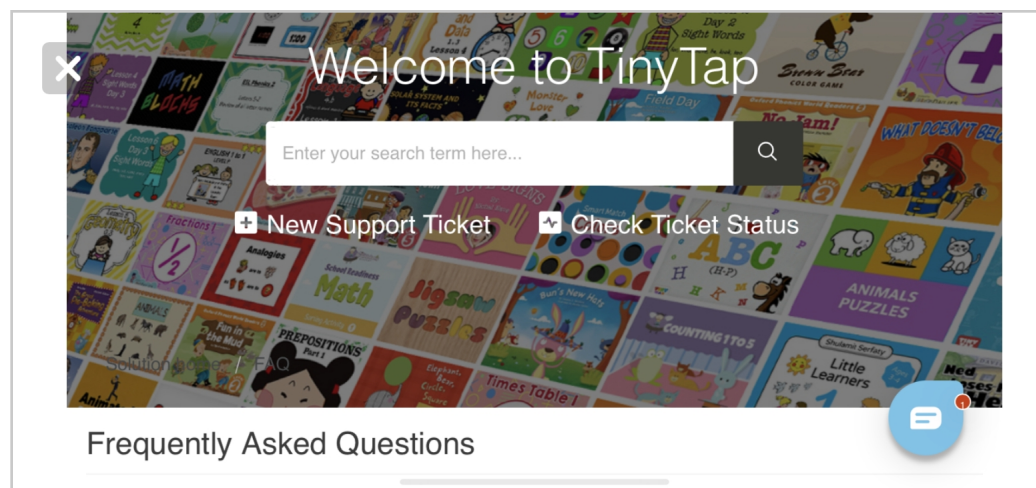


**Parent section overview:** menu opens on the side of the screen. CTA links look disabled

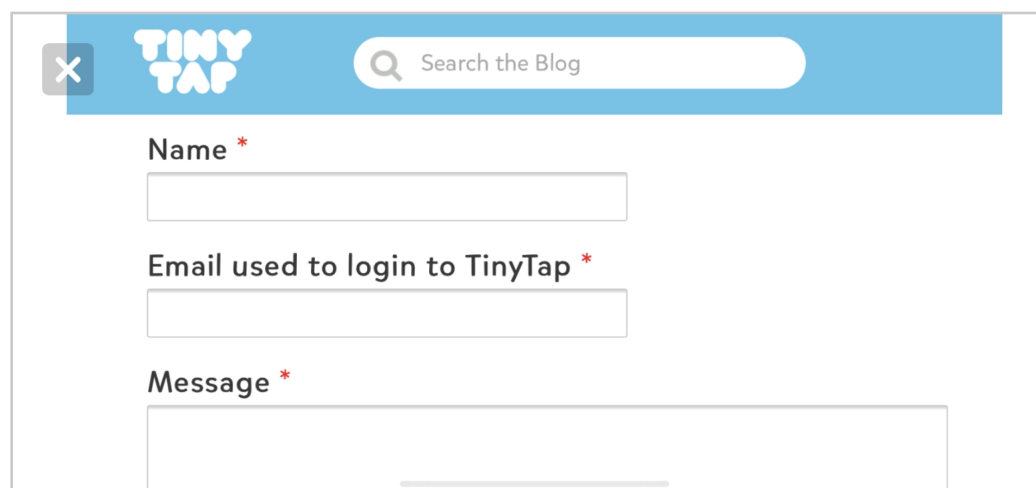


**TU & PP:** They open inside the app. Screen orientation not consisten throughout app.

**Manage subscription:** should take to App Store, but leads to blank page. Bug.

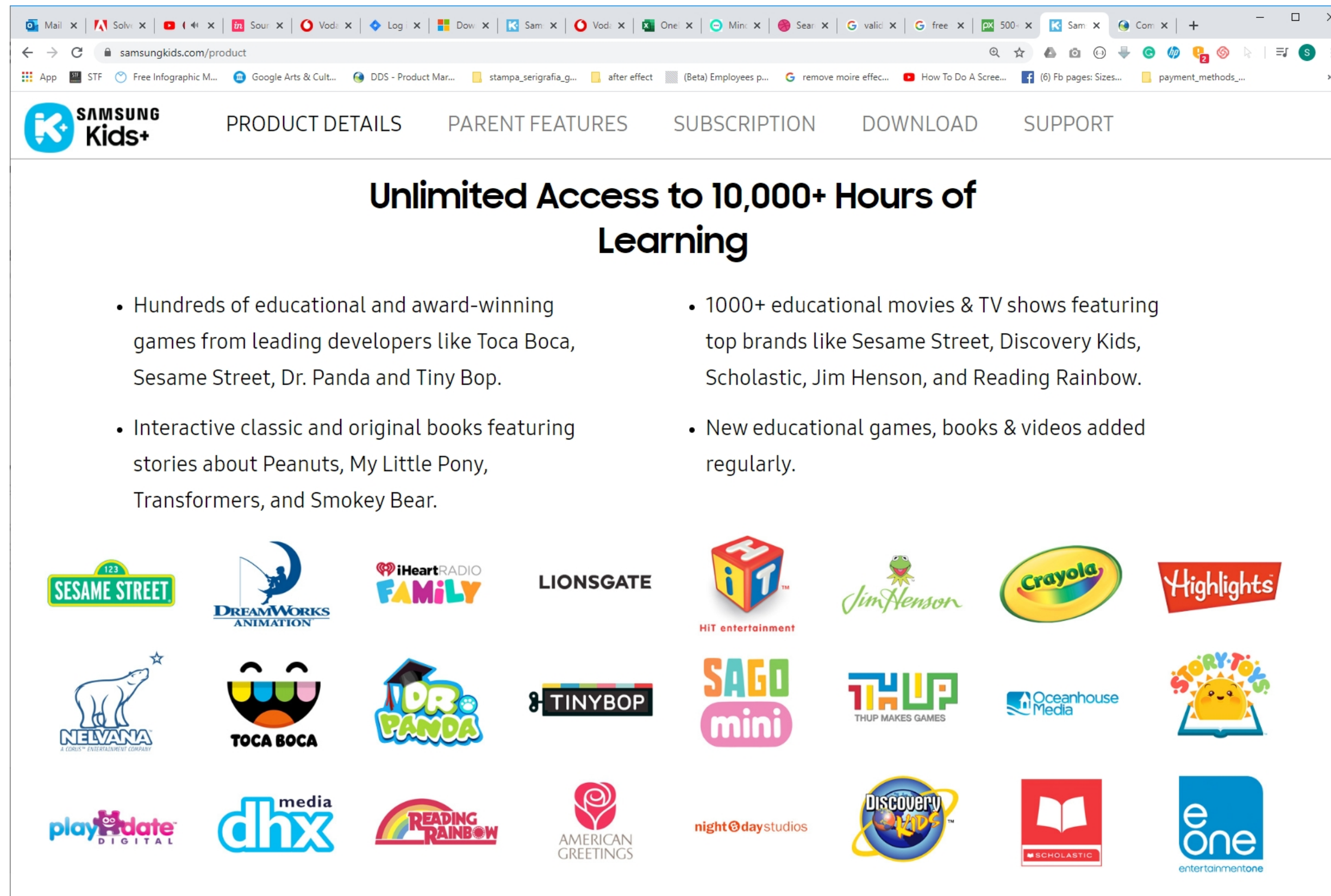


**FAQ:** They open inside the app. Screen orientation not consisten throughout app.



**Contact us:** Email form opens inside the app. Screen orientation not consisten throughout app.

Curated by Educational Experts, Mapped to Common Core Standards.  
 Samsung Kids+ provides a balanced offering of fun-learning content that's always fresh and mapped to STEM and Common Core standards.



## Our notes

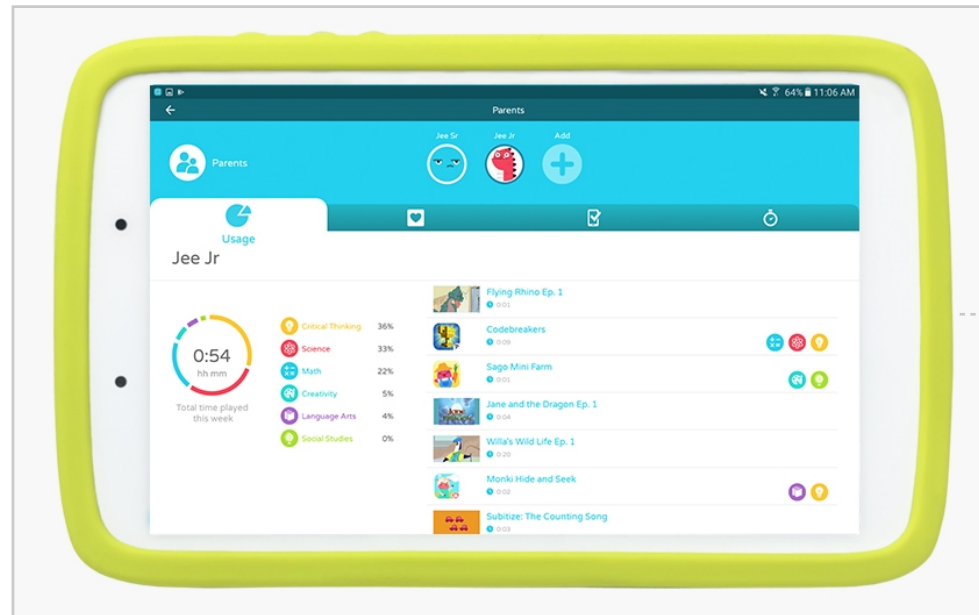
- A comprehensive parent dashboard per kid profile  
 ref. <https://samsungkids.com/parents>



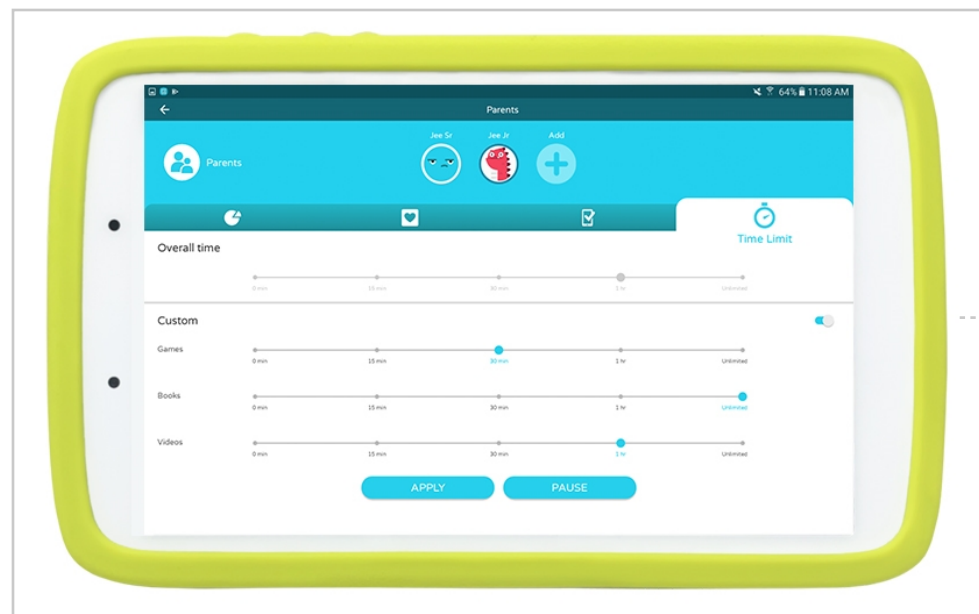


**SAMSUNG  
Kids+**

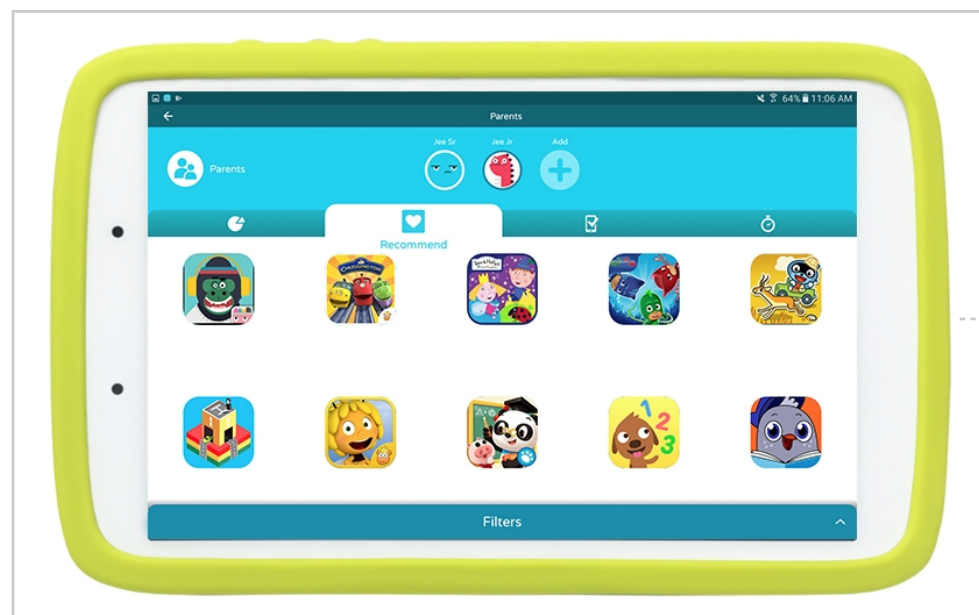
# Parent dashboard



**Usage:** usage statistics per category, time spent playing and list of activities.



**Time limit:** parent can set screen time per activity.



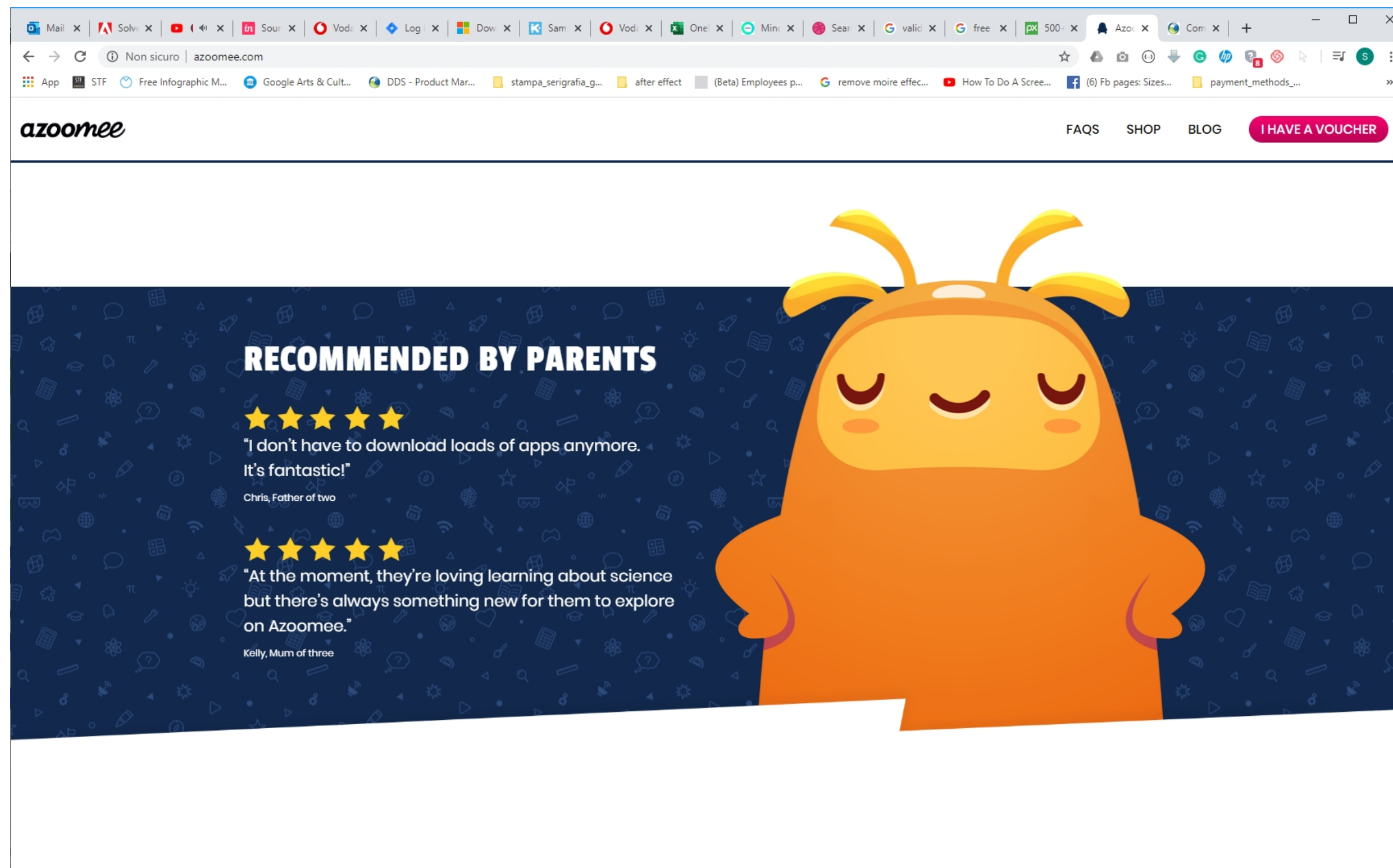
**Recommended:** parent can send recommended content to child.

## Samsung notes

- **Customize your child's learning:** Grade-level appropriate games, books and videos all mapped to common core. Filter, search for content and send personal recommendations to your child.
- **See your child's progress:** See what they have been playing, reading and watching, how much they consumed, and the different subject areas they are learning as they play
- **Control screentime:** Samsung Kids+ puts child screentime in your hands. Expand and limit the amount of time they play, pause playtime at your fingertips, and even control daily activity by activity type.
- **Child safe environment:** With Samsung Kids+ you have peace of mind that your child is actively engaged with content in a parent controlled safe environment. No ads, no in app purchases, and no access to the Internet or app store. Just set your parent pin to control your child's access in the Parent Tools, and let your child explore, discover and learn.

# azoomee

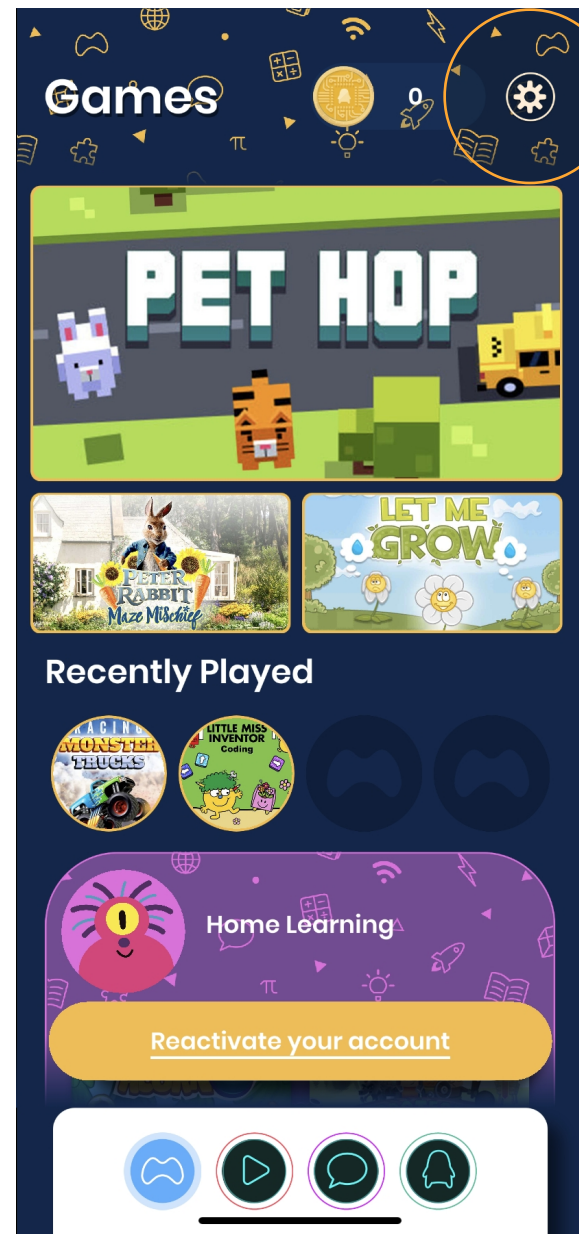
Azoomee is a safe entertainment service for kids offering Games, Videos and Messaging in one single app. Safety is at the heart of everything we do at Azoomee - that's why we're so proud to be COPPA-certified by KidSAFE.



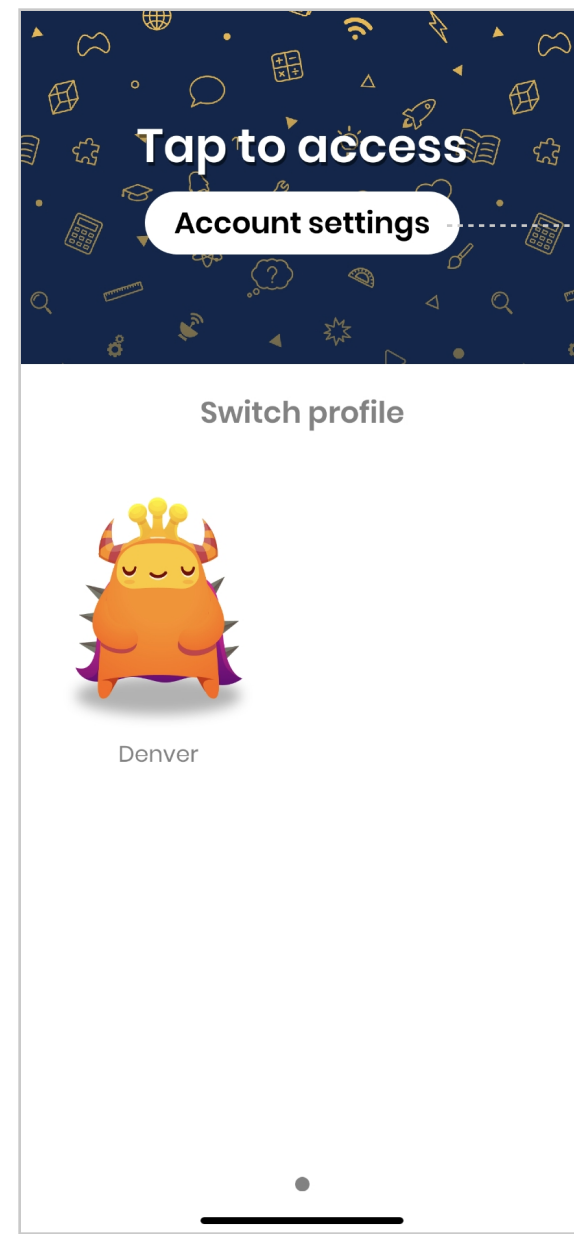
## Our notes

- Beautiful graphics and colours
- Parent dashboard navigation not so clear, takes a little getting used to.
- Messaging for kids inside the app: parents approve and send friend requests and have full visibility and control on messaging. Winner.

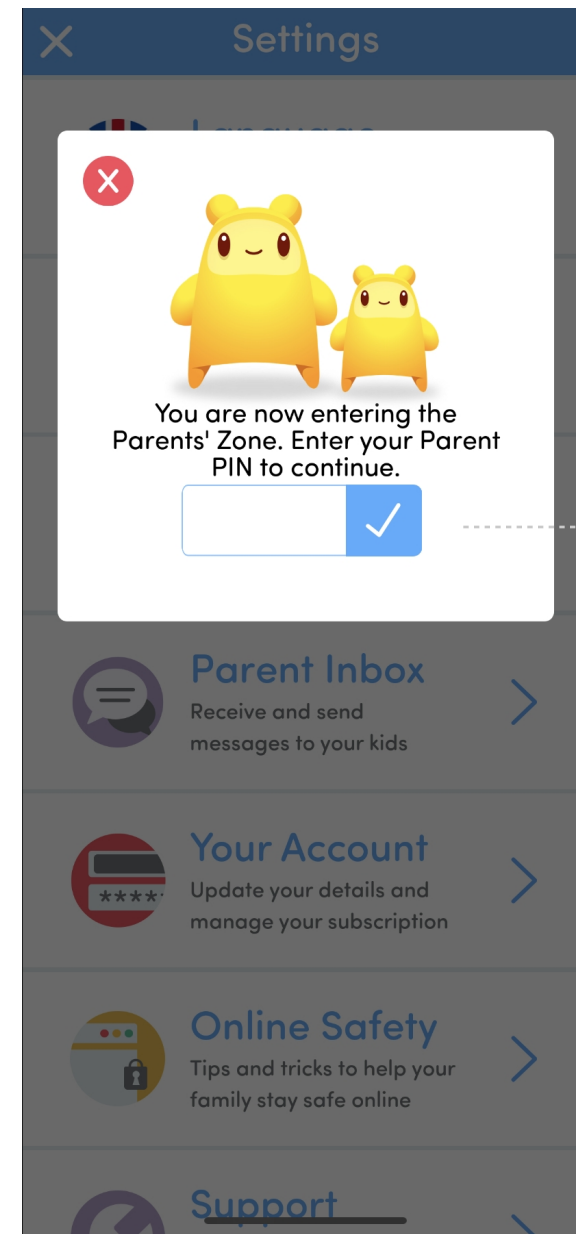
# azoomee Parent settings overview



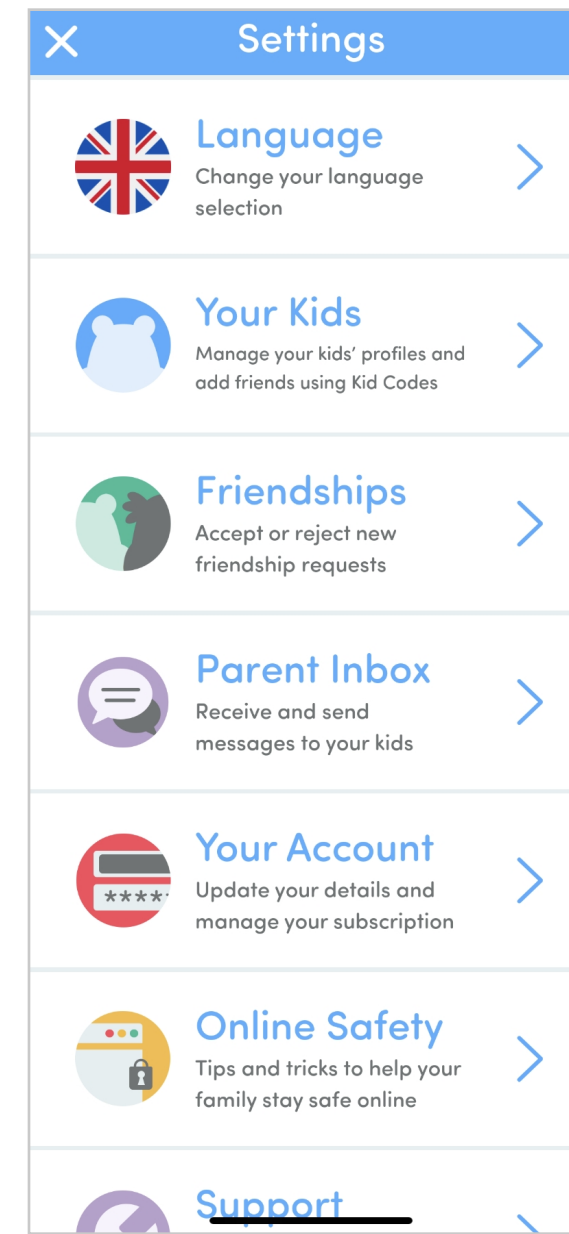
Settings icon, not very clear



Account settings links to parent section



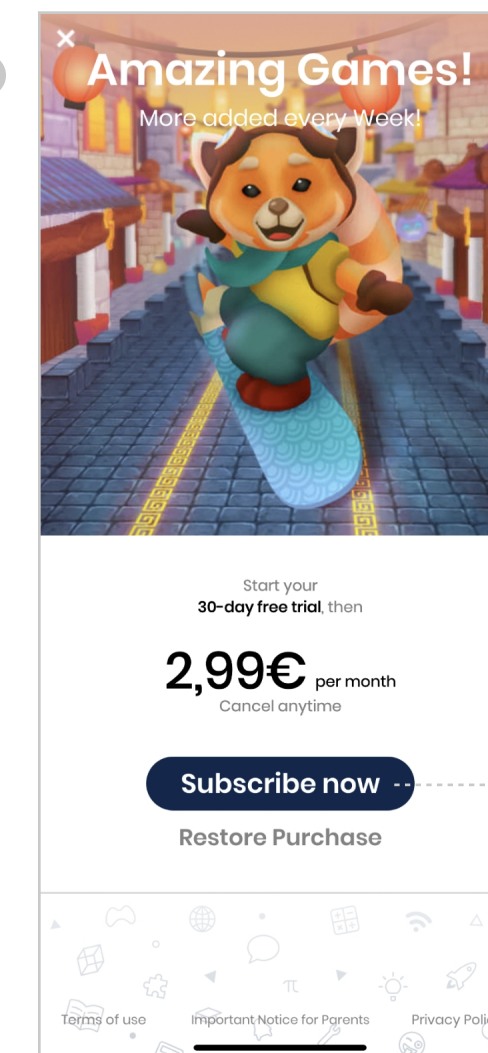
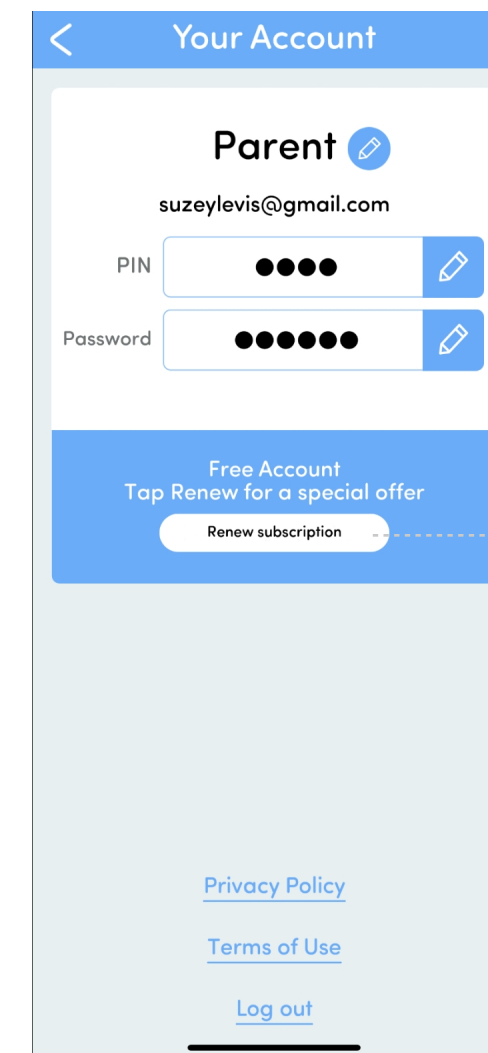
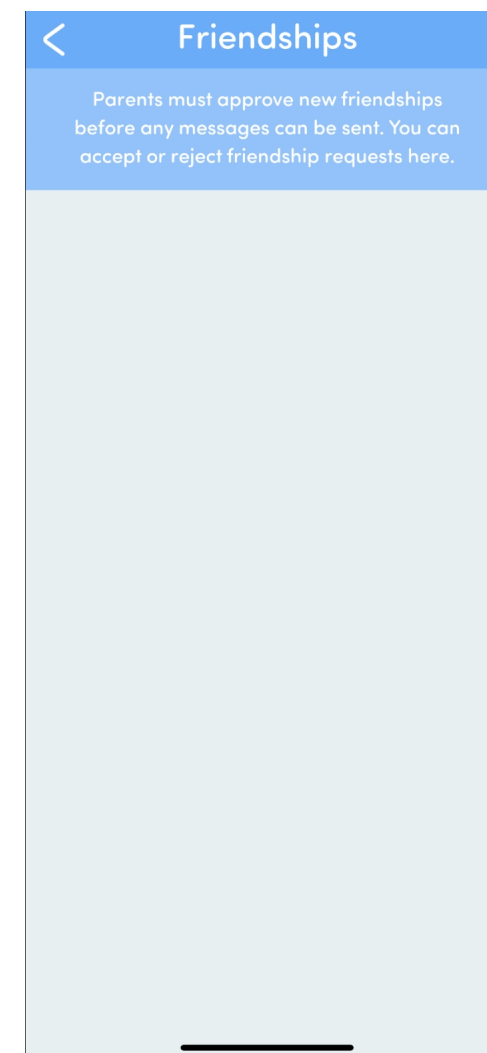
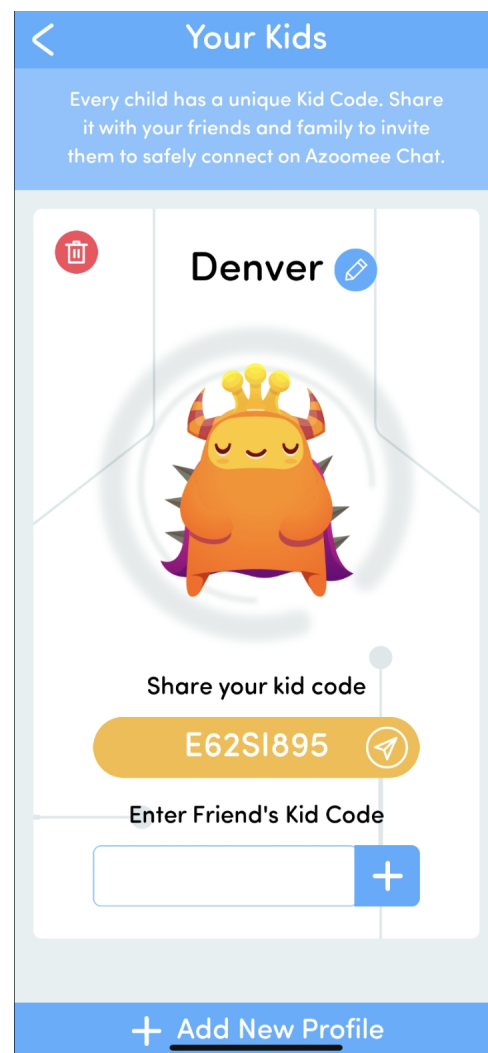
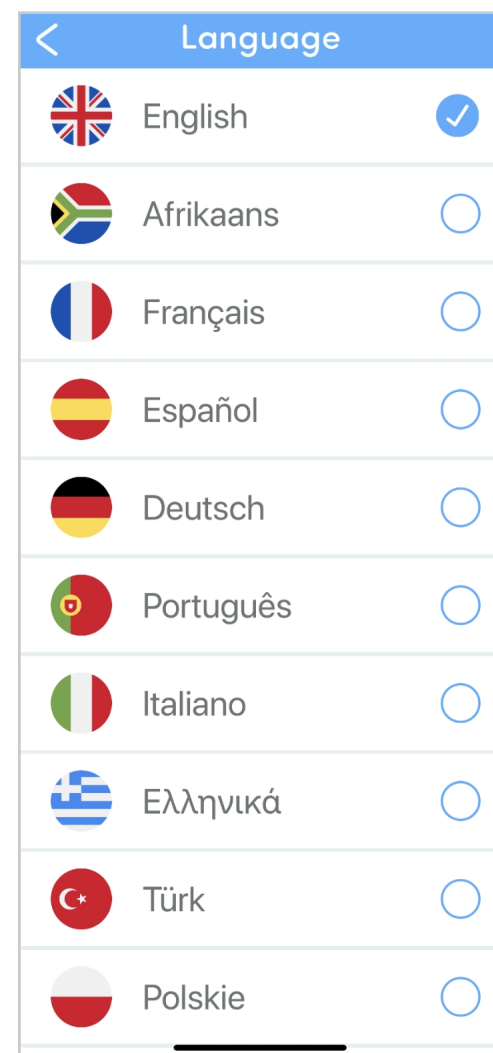
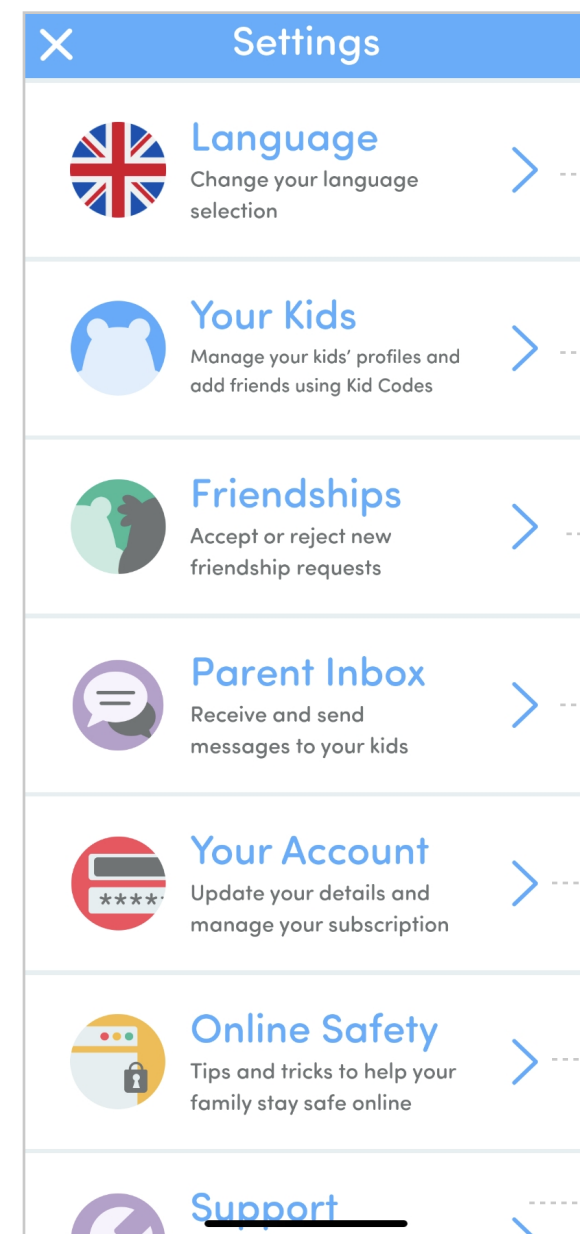
Password protection to access section



Parent settings: list overview

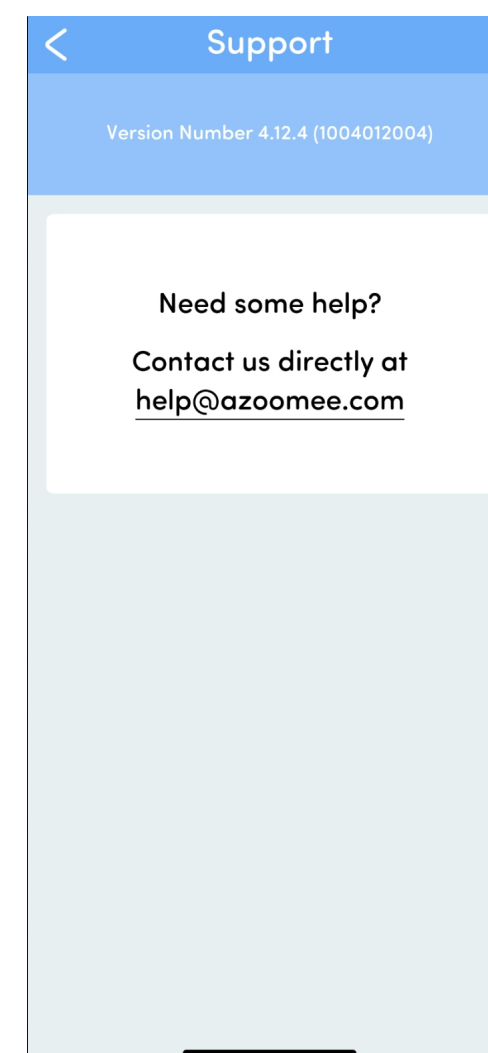
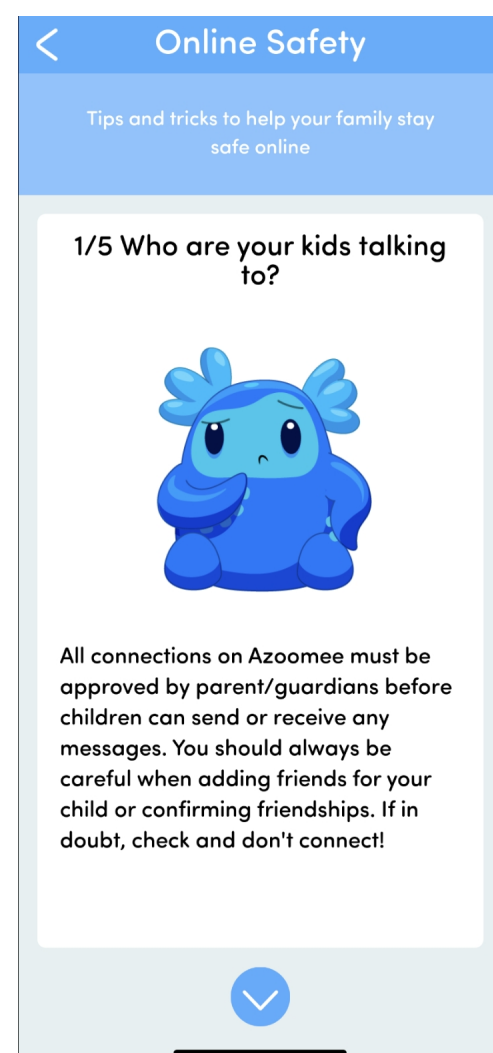


# azoomee Parent settings detail



N.A.

Link to app store



**Language:** standard language selection list

**Your kids:** kids profiles with uniquesafe code for friendships social feature.

**Friendships:** must be approved by parents.

**Online Safety:** tips to stay safe online. Winner!

**Support:** pretty basic with email address



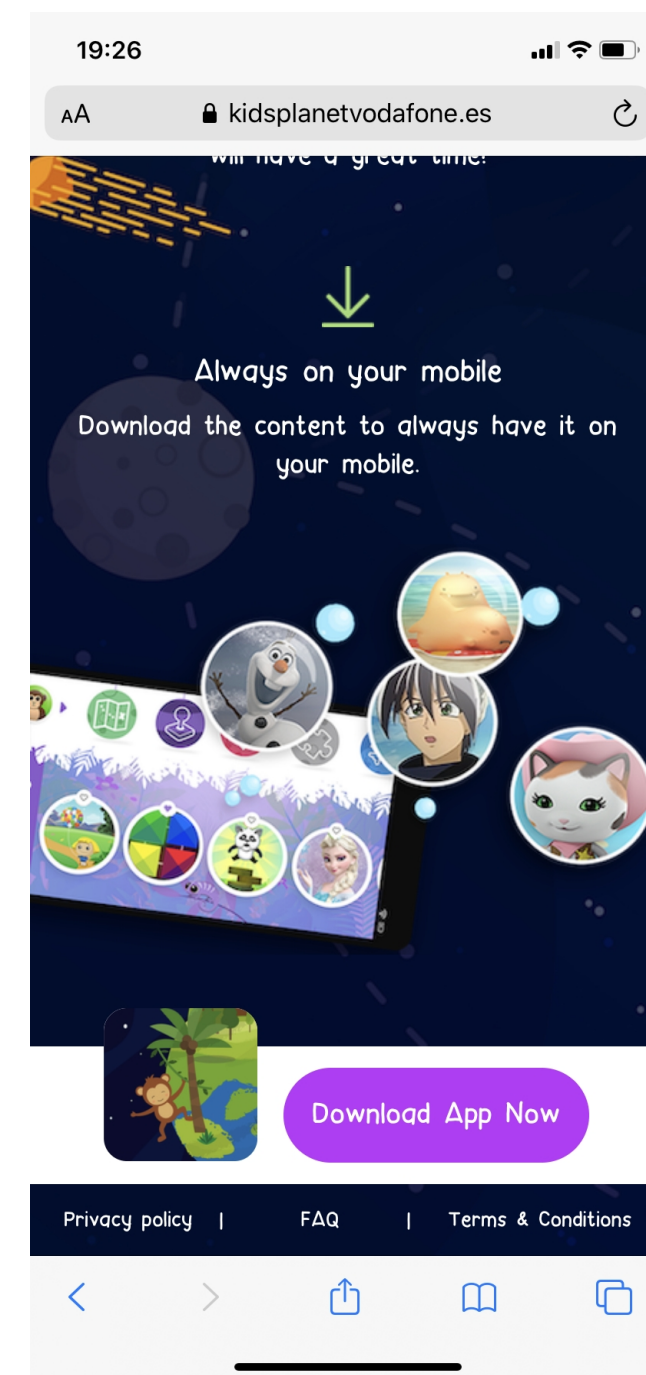
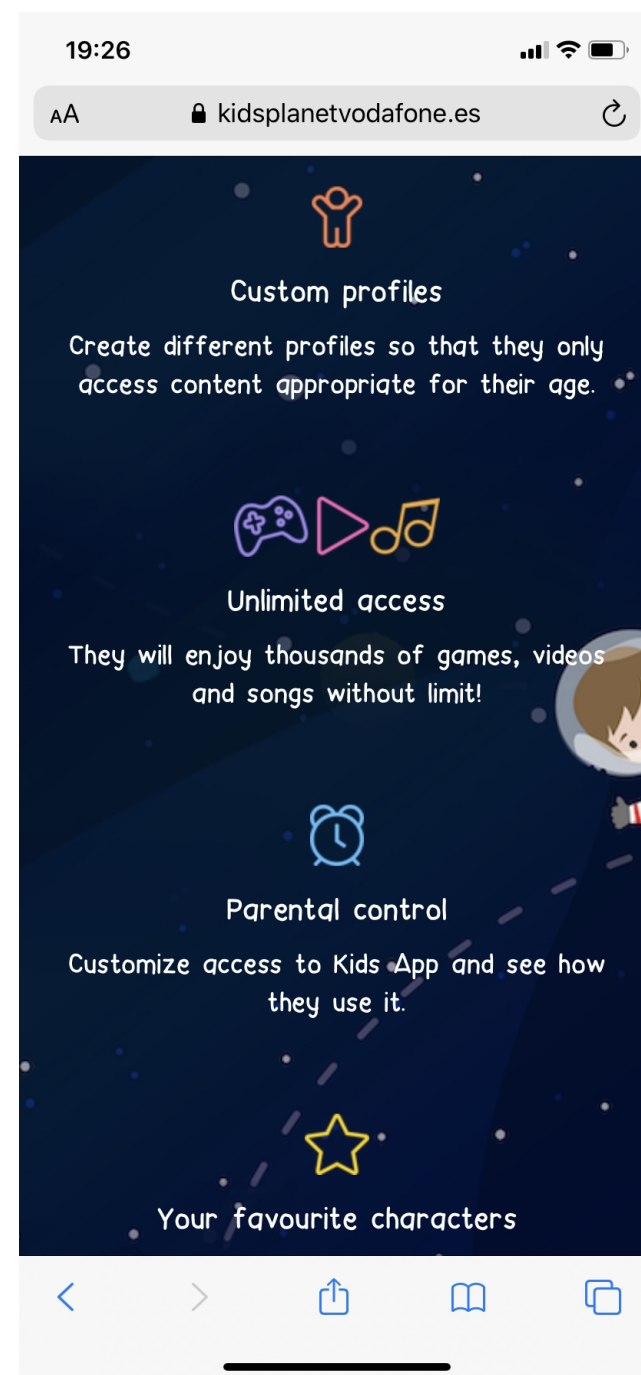
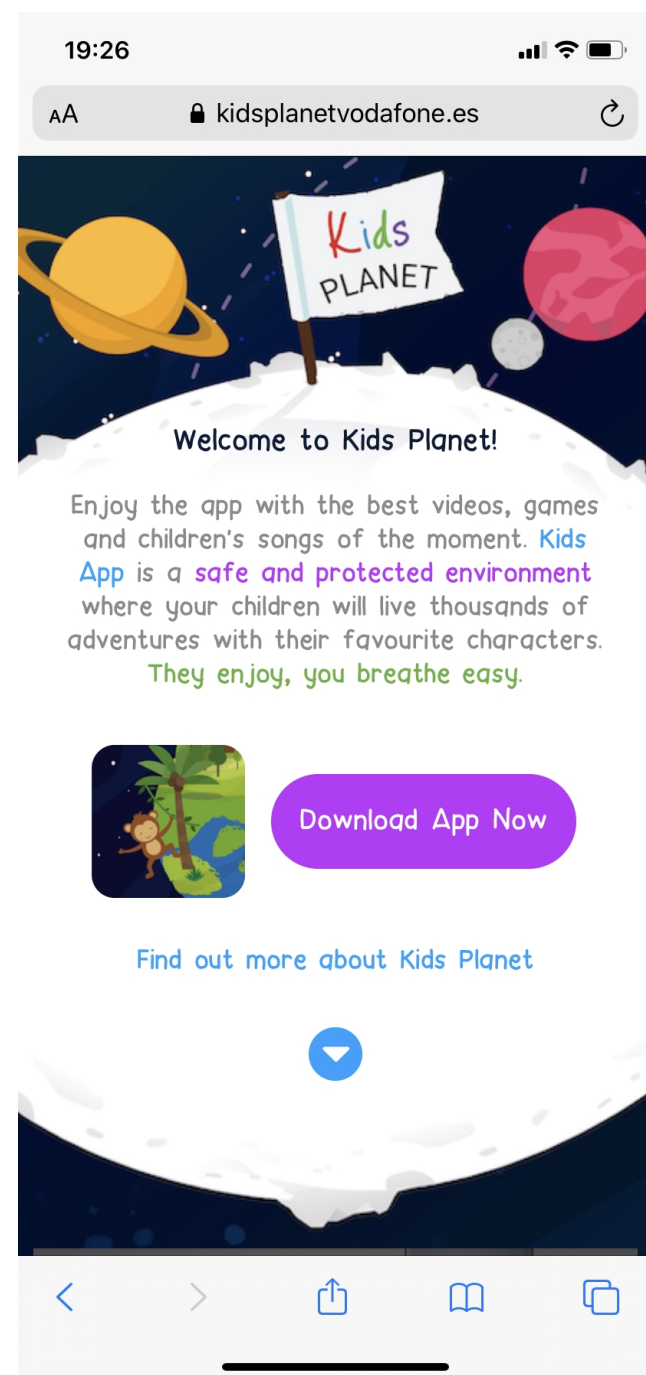


Kids Planet offers content in various languages, and allows downloads for offline consumption. It is ad-free, and with no in-app purchases, for parent's peace of mind. App also includes a parental control tool that allows to:

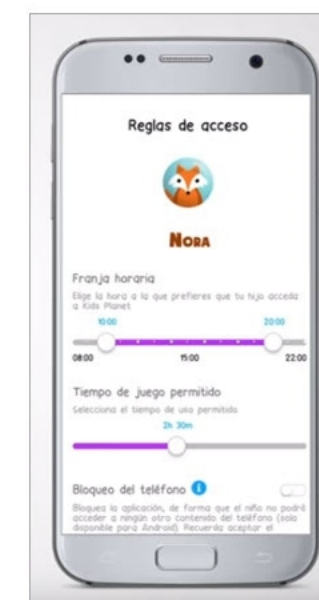
- Create a safe environment, blocking children access to other apps on the phone, or internet surfing
- Create multiple profiles according to the respective age of every kid in the house
- Set the time when the kids can use the service
- Monitor usage per content

## Our notes

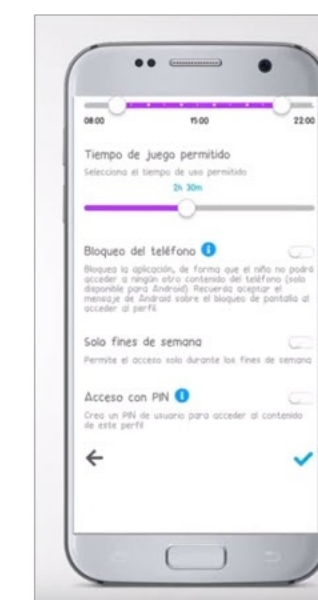
- Unable to test the dashboard. Service currently not available for download.



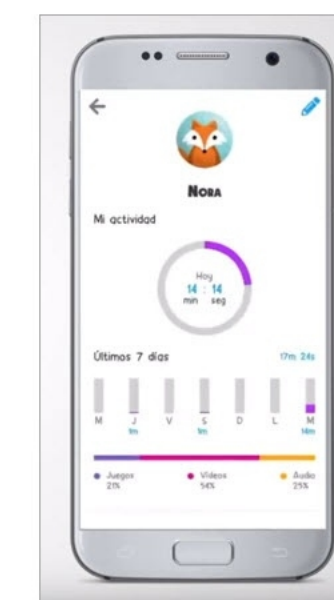
Up to 3 profiles to get custom-age content



Set when and how long to use the app



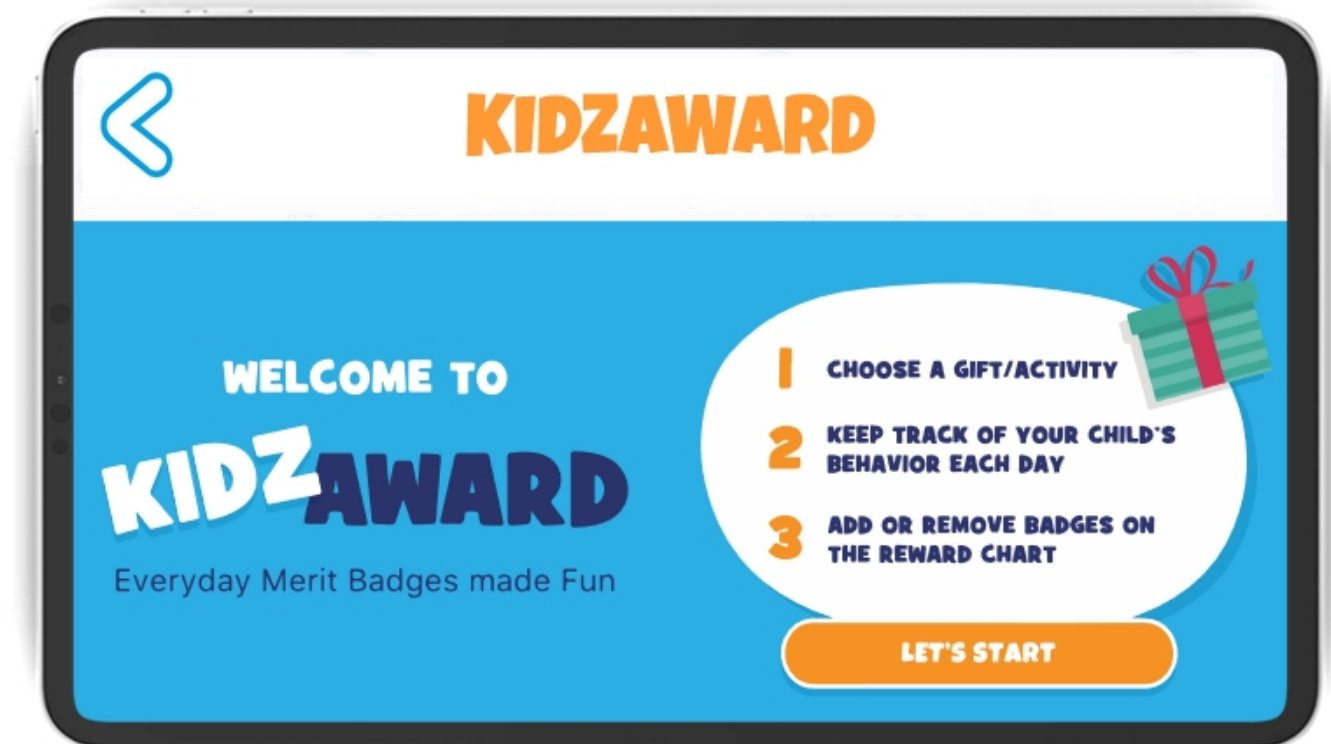
Block the app with your phone PIN



Check the activities and time spent

## • Take aways

- **Parent sections are becoming increasingly personalized**
- Dashboards sections divided per tab
- A lot of attention on child safety
- **Childrens profiles:** control access, set screen time and usage, customized cnt per age
- **Azomee:** messanging service inside the app (parent approval and supervision)
- **Statistics:** screen time divided per activity, (learning, video, game play)
- **Kids awards:** Merit badges for children, made fun. First to have this feature.



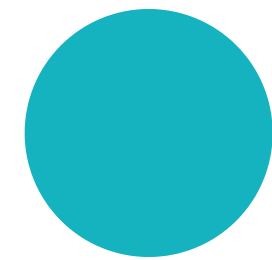
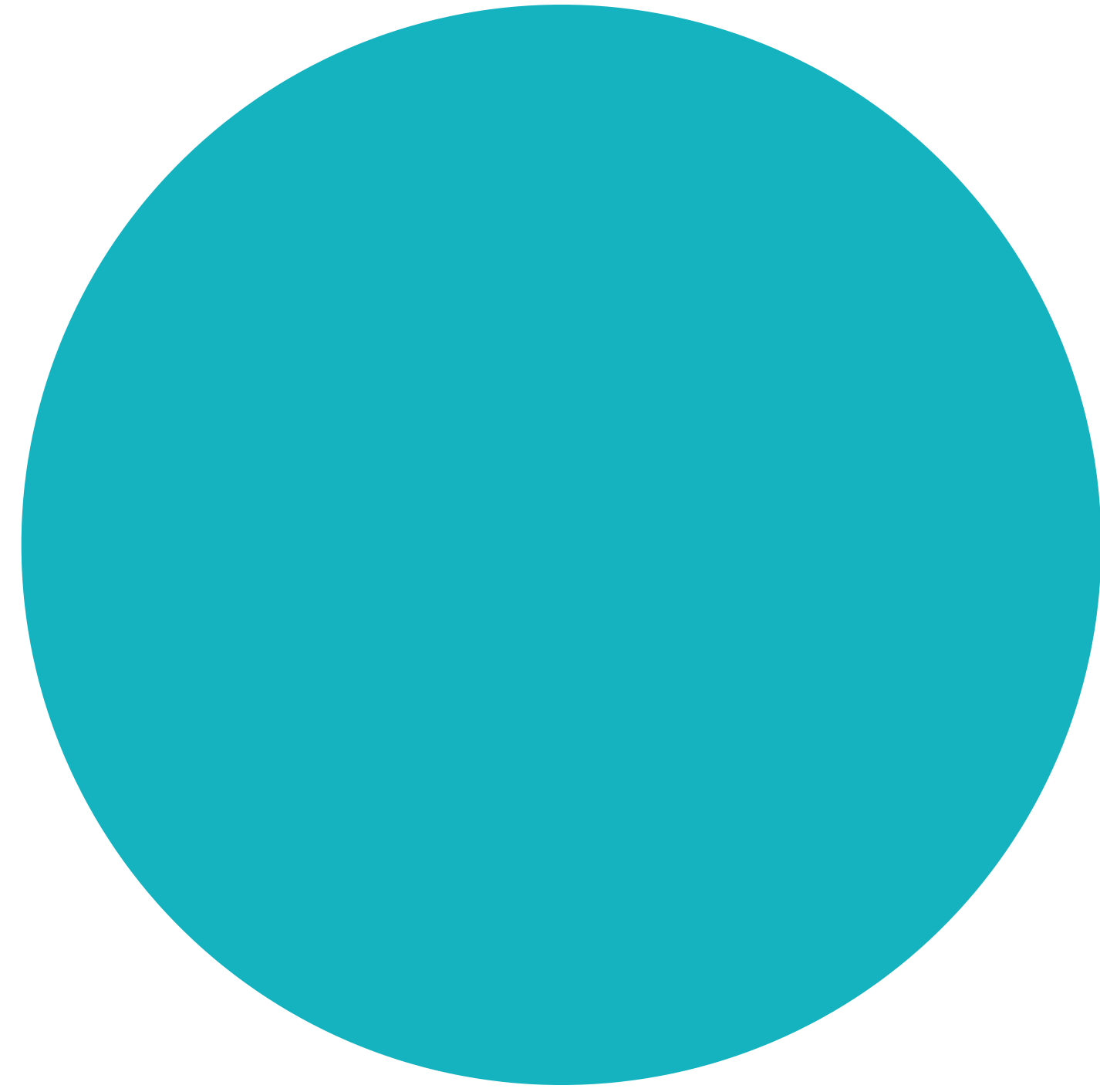


Features



Features	SAGO mini world	PlayKids	TINY TAP	SAMSUNG Kids+	azoomee	Kids PLANET	House World DDS Kids Solutions
Subscription promotional banner	●	●					
Social features (rate app, invite friends, news)	●	●	●	●	●	●	
Push notifications	●	●	●	●	●		●
Account status & actions	●	●	●	●	●	●	●
Legal section/T&C	●	●	●	●	●	●	●
Offline mode	●	●	●		●		●
Language selection	●	●	●	●	●		
Sound controls		●	●				●
Disable controls for toddlers		●					●
<b>Parental gate</b>	●	●	●		●		●
<b>Parental control (screen time)</b>		●		●		●	●
Support/contact us	●	●	●		●		●
Online safety (mini DigiP)					●		
Kids profile			●	●	●	●	●
<b>Age filter</b>			●	●	●	●	●
<b>Custom content (age, subject)</b>		●	●	●		●	
Gallery (images/videos/games)		●					●
Content download	●	●				●	●
<b>Statistics</b>			●	●		●	planned
<b>Kids awards</b>							planned

● Common features



**Thank you**